

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

ORGANIZATION OF TOURISM
(ORGANIZATION OF TOURIST TRAVELS)

Syllabus
for Bachelor's (first) degree students
of speciality 242 "Tourism"

Kharkiv
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The thematic plan of the academic discipline and its contents are presented according to the modules and themes. Plans of lectures, practicals and seminars, materials to consolidate knowledge (tasks for independent work, test questions), criteria for students' knowledge assessment, professional competences a student must have after studying the academic discipline are provided.

For Bachelor's (first) degree students of speciality 242 "Tourism".

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Introduction

At the beginning of the third millennium, tourism has become a common socioeconomic and political phenomenon affecting the world order and the policy not only abroad but also in Ukraine. Tourism has become one of the most flourishing businesses, equalling oil-refining and automotive industries in the performance of the investments.

Tourism is developing as a system that provides all the opportunities to explore history, culture, customs, spiritual and religious values of different countries and peoples of the world, yields a profit to the state Treasury. The tourist industry directly interacts with most other sectors of the economy, including manufacturing, agriculture, construction, transport, insurance, communications, trade, food, culture, art, and stimulates their development.

The strategic goal of tourist industry development of Ukraine is entering the world level of the tourist services. The main prerequisites for this are: geographical location, availability of natural, historical and archaeological tourism potential, competitiveness of tourist services. Today's Ukraine has already realized the importance of developing tourism as an effective means of the national economy treatment through the sector's ability to provide significant foreign exchange earnings, create a significant number of new jobs and other benefits.

The academic discipline "Organization of Tourism (Organization of Tourist Travels)" is a fundamental academic discipline which is obligatory according to the curriculum of Bachelor's (first) degree students of speciality 242 "Tourism".

1. Description of the Academic Discipline

Name of factor	Subject area, training direction, academic degree	Academic discipline features	
		full-time education	part-time education
Number of credits according to ECTS: 6	Subject area 24 "Services Sector"	Obligatory	
Thematic modules: 4	Speciality 242 "Tourism"	Academic year:	
		3	3
Sum total hours: full-time education: 180 part-time education: 180	Speciality 242 "Tourism"	Terms:	
		5, 6	6
Number of hours per week for full-time education: class hours: 4; individual student's work: 6	Academic degree: bachelor in tourism	Lectures	
		42 hours	24 hours
		Practical (seminar) studies	
		50 hours	24 hours
		Independent training	
		88 hours	132 hours
		including individual training	
		15 hours	
		Assessment	
		examination	
4 hours	5 hours		

The proportion of classroom hours to independent and individual training is:

for full-time education: 67 %,

for part-time education: 38 %.

2. The Purpose and Tasks of the Academic Discipline

The academic discipline "Organization of Tourism (Organization of Tourist Travels)" **aims to** form the system of theoretical, professional knowledge and practical skills concerning the terms and principles of the tourist travel program formation; technology and organization of tourist travels; organization of transportation; rules and obligations as to travel formalities.

The main objectives of the academic discipline "Organization of Tourism (Organization of Tourist Travels)" are:

study and mastery of the practical skills on the principles of creating and implementing tourist travel programs; conditions and terms of the travel formalities: passport, visa, customs, currency and health;

obtaining practical skills in the formation of the range of tourism products (tours), the stages of planning tourist trips, software support;

mastery of knowledge of the current state of the air transport market, classification of flights and their classes, the system of charging for services and rating system, tourist service technology and charter flights organization; acquisition of professional knowledge and skills as to technology and organization of tourist travels; insurance in tourism; design of different types of travel documents; determining the rights and obligations of tourists, the conditions of the claim handling in tourism; parameters of creation of the tourism products by the tour agency; reservation of the tourist services; organization of accounting and control of the service provision; preparation of the registration of orders; determination and provision of the tourist travel security;

understanding the principles of the tourist travel program formation, including the specified program activities in accordance with the purpose of travel, consumer demand, seasonality, attractiveness of the route etc.;

mastering the skills in the organization of the customer service by the travel agency, methods of service, professional standards of service quality; organization of tourist services (control, accounting, payments); organization of different types of travel, concepts of service, different types of tourists and so on.

The given academic discipline is introduced after the students have studied the majority of the disciplines of humanitarian and professional cycles. The theoretical and methodological background for studying the academic discipline "Organization of Tourism (Organization of Tourist Travels)" includes the academic disciplines: History of Tourism; Geography of Tourism; Economics of an Enterprise; Fundamentals of Tourism; Organization of Tourism; Organization of Tourism: the Fundamentals of the Excursion Activity, the Fundamentals of the Animation Activity. In turn, knowledge of the given discipline ensures successful learning of the following academic disciplines: Organization of Tourism: Touroperating; Management in Tourism; Marketing in Tourism; Information Systems and Technologies in Tourism; Insurance in International Tourism; Logistics in International Tourism; International Tourism Management.

The students receive the necessary knowledge during lectures and through practical assignments. The most difficult issues are raised for consideration and discussion during seminars. The individual and independent work of students is an indispensable part of learning and knowledge consolidation.

After studying the academic discipline the students have to:

know:

the essence of the categories "service", "tourist services", "recreational services" and "transport services";

the specificity of tourist services;

typology of recreation companies and their services;

the conceptual and categorical apparatus according to the organization of tourist travels and transportation;

organization of transport services and implementation of transportation and travel;

organizational and legal aspects in the sphere of tourist services regulation;

the basics of making contracts for travel services and insurance contracts during tourist trips;

the nature, types and the order of execution of travel formalities;

modern booking technologies and organization of tourist services;

be able to:

develop tourism products with subsequent implementation in the tourist market;

analyze the existing recreational potential of territories and implementation of a particular type of recreation activity using statistical and planning documentation and standard procedures;

develop international and local tourist routes using different types of transportation;

make contracts and agreements on tourist services;

apply the rules and models of the tourist travel program formation;

apply new forms and methods of services in tourism;

develop and substantiate the main areas for improvement and raising efficiency of companies working in the tourism industry, their documentary support;

know and apply the rules and order of the travel documents registration, perform all kinds of tourist formalities;

apply professional knowledge and skills in technology and organization

of tourist travels; insurance in tourism; design of different types of travel documents; determining the rights and obligations of tourists, the conditions of handling claims in tourism; parameters of creation of tourist products by the tour agency; reservation of tourist services; organization of accounting and control of the service provision; preparation of the registration of orders; determination and provision of the tourist travel security.

The main attention is paid to the professional competences which students acquire in the process of learning the academic discipline (Table 2.1).

The structure of the professional competences and their formation according to the National Qualifications Framework of Ukraine is provided in Appendix A.

Table 2.1

**Professional competences that students get after studying
the academic discipline**

Competence code	Competence name	Competence constituents
OTOTT 1	Knowledge, abilities and skills concerning the provision of a travel company activity	Defining the terms of setting up and functioning of the travel companies of Ukraine
		Defining the technology of the tourism product creation and its assortment formation
		The ability to plan tourist travel programs and organize tourist services
OTOTT 2	Knowledge, abilities and skills concerning the technology of the transport services of tourists and analyses of the passenger market	Determination of the general principles of organization of the transport services of tourists
		Determination of the terms of the air transport services of tourists
		Determination of the terms of the railway and bus services of tourists
		Determination of the terms of the sea and river transport services of tourists
OTOTT 3	Knowledge, abilities and skills concerning the observance of tourist formalities	The ability to fulfill all types of the tourist formalities
		The ability to solve the problems concerning the observance of tourist formalities
OTOTT 4	Knowledge, abilities and skills as to the organization and implementation of tourist travels	The ability to execute the tourist service contracts, travel vouchers, insurance contracts
		The ability to apply the contemporary booking and reservation technologies in practice
		The ability to provide high quality tourism service and to know the procedure of reimbursement in the case of a low quality service

3. The Syllabus of the Academic Discipline

Module 1

The terms and principles of the travel company functioning in the market of Ukraine

Theme 1. The terms of setting up and functioning of a travel company

1.1. The main stages of setting up a travel company.

Entrepreneurial activity on tourism service provision. Organizational and legal forms of economic management. Legal registration of the travel company. Legal and normative terms of the travel company functioning. The terms of the travel company functioning.

1.2. Tourism activity licensing and certification.

The license. The order of licensing. The license termination. The notion of certification and its types. Subjects and objects of certification. Obligatory and voluntary certification. The rules of the obligatory certification of services. the order of the certification process.

1.3. Tour operator and travel agency activities of the travel company.

Types of tour operators. Forms of travel agencies. Creation of the agents' net. The promotion of tourism services.

Theme 2. The technology of the tourism product creation and assortment formation

2.1. Organization of the tourism product creation.

Organization of the tourist service for different types of consumers. Peculiarities of providing psychological comfort during group travel. The culture of service and the basic rules of reception of clients. The tasks and responsibilities of the head of a tour group. Characteristics of the range of services of a travel company. Planning tourist travels. The technological process of preparation, implementation, and performance of the tour.

2.2. Tourist zoning of Ukraine.

Selection of the geography of travels by the travel company. Principles of tourism zoning. Tourism resources and infrastructure of the most popular resorts in the world and Ukraine. The tourism attractiveness of the territory of Ukraine. The main tourism regions and areas of Ukraine. The development of the tourism infrastructure along the transport corridors.

Theme 3. The principles of the tourist travel program formation and provision of tourist services

3.1. Planning the activity and development strategy of the travel company.

The technology and procedure of sales by a travel company. Communication in the direct marketing and selling techniques. Forms and styles of customer service. Analysis of the travel company proposals compared to the major competitors, the benefits of their own product. Formation of the communication skills of the travel company sales manager.

3.2. Organization, preparation and implementation of the tourist travel programs.

Software services in tourism. Rules and order of formation of the tourist travel programs. Factors influencing the formation and completion of the tourist travel program. Peculiarities of the tourist travel program formation depending on the types of tourism, infrastructure of the resort and the location of the main residence. Types and characteristics of the program activities in tourism. The conditions of the tourist travel program implementation.

Module 2

Organization of transport services and transportation

Theme 4. The general principles of organization of transport services in tourism

4.1. The historical aspects of the development of the industry of tourist transport travels.

The history of the formation of transport systems in different countries. The history of the development of air transportation. The history of the development of railway transportation. The history of the development of water transportation. The history of the development of road transportation.

4.2. Classification of the types of transportation and vehicles.

The concept of transportation, its definition and classification. The concept of vehicle, its definition and classification. The list of documents, legislative and normative acts that regulate international freight and passenger carriage.

4.3. Transport as an important component of the state's economy.

Statistics on the use of vehicles in tourist travels. The advantages and disadvantages of different modes of transport. The role of the state and international organizations in the issues of transportation safety.

Theme 5. The tourist air transport services provided to tourists

5.1. The general characteristics of air transportation.

The international air transport system. The main characteristics of the air transport market in the world and in Ukraine.

5.2. Organization of tourist flights.

The main types of tariffs. The main forms of cooperation between airlines and travel companies. The classes of service offered by airlines. The rules of passenger and luggage transportation.

5.3. Regulation of air transportation.

International regulation of air transportation. State regulation of air transportation. International aviation organizations. Certification of the air ticket sale.

Theme 6. The railway and bus services provided to tourists

6.1. The passenger transportation system.

The types and characteristics of trains. Classification of railway tours. Railway tariffs and charges.

6.2. Progressive technologies of the passenger and tourist services on the railway transport and regulation of the railway transport and luggage transportation.

The construction of high speed highways. The train "Euro Night" service standard. Organization of special tourist trains. International conventions and agreements on the regulation of the railway traffic: The Convention on International Rail Transport; The Agreement on Coordinating Bodies of the Railway Transport of the Commonwealth of Independent States; The State Regulation of Railway Transportation: The Law of Ukraine "On the Railway Transport", "The Charter of Railways of Ukraine", rules and regulations of transportation and tariffs.

6.3. Organization of bus travels.

The features of bus travels and trips. The standards and norms of the technical condition of buses. The relationship between the tourists and the driver, their rights and responsibilities. The problems that might arise while crossing borders. Documentation and peculiarities of the bus tour organization. Economic efficiency and calculation of travel costs.

6.4. Travelling by private car and car rental.

Types of vehicles for tourism and travelling. The stages of the car travel preparation. The development of a car route. The history of the rental system. The procedure of renting a car. The cost of rent.

Theme 7. The sea and river transport services and cruising provided to tourists

7.1. Cruise tourism.

Sea and river cruises, the price categorization and classification of cruise companies. Coastal services of tourists. The freight contract. The resource potential of cruises in Ukraine.

7.2. The geography of cruises.

The main cruise regions. Transport characteristics of ports. The sea routes.

7.3. The main types of the water transport.

The sailing boats. Yachting. The motor yachts (cruisers). The underwater vessels. The boatels. The ferries and crossings.

Module 3

Tourist formalities and technology of organization of the tourist travel programs

Theme 8. The types of tourist formalities. The passport and visa formalities

8.1. The concept and main types of tourist formalities.

International forums and congresses on the issues of travel formalities. The global and national regulatory and legislative framework of the implementation of tourism formalities. The list of the main regulatory documents ensuring simplification of the tourist formalities and establishment of a visa regime in several countries around the world. The impact of tourism policy on the simplification of tourist formalities.

8.2. Passports and their types.

The rules of the passport registration for travelling abroad for the citizens of Ukraine. The types and characteristics of passports. A biometric passport. Classification of visas and establishing a visa (visa-free) regime of entry in the country. The rules of entry – exit and transit through the territory of Ukraine and foreign countries.

8.3. Visa formalities.

The process of an entry visa issuance. The Schengen agreement and the Schengen visa: the rules of registration of tourists' documents. The levels of the visa sticker protection from counterfeiting. The main requisites for a tourist visa. The rules of a travel company accreditation at a consular office of a foreign country's embassy. The rules and procedure of issuance of the Ukrainian visa to foreign citizens. International travel visa policy of Ukraine.

Tourist visas and the rules of issuance of visas in the embassies of different countries.

Theme 9. Customs, currency and health tourism formalities

9.1. Customs formalities.

The concepts of customs, customs inspection, customs declaration. The concept of customs formalities, the governmental bodies responsible for implementation of the customs formalities. The tasks of the State customs service. The rules of import to Ukraine and export from Ukraine of things and goods. The customs procedures and rules of the customs declaration registration. The main requisites and procedure for filling in a customs declaration.

9.2. Currency formalities.

The concepts of currency formalities and currency control. Currency valuables. The rules of transportation of currency and other valuables across the state border of Ukraine. The recommendations of the WTO in relation to the foreign currency exchange formalities.

9.3. Health formalities.

Health formalities for tourists. The list of international documents regulating the issues of entry and exit in an environmentally (medically) dangerous territory. The border closures in order to prevent the spread of the epidemic. Epidemiologically dangerous territories and rules of the tourist behaviour during the travel. The order of rendering medical aid to foreign tourists in the territory of Ukraine. The procedure for rendering medical aid to Ukrainian tourists in the territory of foreign countries. Requirements to the quality of food and drinking water in foreign countries. Local tourist formalities and fees.

Module 4

The technology of organization and conditions of a tourist travel

Theme 10. Security and insurance in tourism

10.1. The legal and normative basis of the tourist travel security.

Regulatory and legal acts on the safety and security of tourist travels. Risk factors in tourism and major measures for minimization of their consequences. The rules and regulations governing security of tourist trips in Ukraine. The list of normative and legal acts ensuring the safety and security of tourist travels (international and Ukrainian).

10.2. The rules of tourist conduct.

The rules of conduct on transport. The basic conditions of safety on transport. The rules of tourist conduct in case of emergencies (terrorism, banditry and other criminal activity). The rules of the tourist conduct in the case of the injury risk, harmful effects of the environment, fire hazards, radiation, high dust and gas air pollution, exposure to chemical factors and the like. The rules of the tourist conduct in the case of specific risk factors (natural and man-made disasters, poor condition of the logistics objects support, lack of training of the instructor staff, insufficient training of tourists, lack of information etc.).

10.3. The duties of tourists during travel.

The duties of tourists as to the observance of the rules of conduct in the country (place) of stay (destination) and formation of a favorable psychological climate in a group. The duties of the receptive travel company concerning assistance in the event of force majeure. The main provisions of the international law on security of tourist travels.

10.4. Peculiarities of insurance in tourism.

The types of insurance in tourism. Compulsory types of insurance. Insurance risks of tourists. The rules and process of tourist and their property insurance and the procedure of insurance settlement payment. An insurance contract. Insurance programs. The insurance event. The reimbursement of the insurance premiums for medical treatment. The actions of the insured in case of the occurrence of an insurance event.

Theme 11. Travel documents, the procedure and rules of their registration

11.1. The contracts for the provision of tourism services.

The principal travel documents. The types of contracts in tourism and the order of their registration. The contract for travel services. The essential terms of the contract. The conditions for changing or terminating the agreement. Information, registration, accounting and reporting travel documents. Registration and settlement of the travel documents for a group travel (traveling abroad; tourist group travels within Ukraine; children's group tour). Registration and settlement of the travel documents for individual tourists. The list of issues that are obligatory for tourists to know while making a travel abroad.

11.2. The tourist voucher.

A voucher as the primary travel document. The rules of registration of tourist vouchers. The procedure for filing, registration and utilization of the tourist voucher.

Theme 12. Reservation and booking of tourist services

12.1. Peculiarities of booking in tourism.

The process of booking the hotel, transport and excursion services from corresponding enterprises. The rules of interaction between travel companies and hotel enterprises. The process of ordering services from enterprises of the restaurant industry and coordination of a menu. The directories of travel services of partner companies. The complex tourist service ordering process. The settlement of the travel services booking and compliance with the booking technology.

12.2. Contemporary booking and reservation technologies.

The basic types of automated booking systems and reservations in tourism. The skills in the search and selection of the tour; booking package tours online. The order of booking online. The order of booking tourist services in the Internet. Confirmation of the sale deal and forms of payment of the ordered services. Timely and untimely cancellation of travel services. The deadline rules. Compensation and penalties in the case of late cancellation. Contemporary systems of reservation of tourist services. Booking e-tickets. Online insurance. Electronic means of payment.

Theme 13. Organization of tourist services and settlement of claims in tourism

13.1. Organization, monitoring, accounting and calculations of tourist services.

The processes of organization, accounting and control of tourist services. Classes of service. The types and forms of payment for tourist service. Responsibilities, powers and authority of a representative of a travel company abroad. Offset of liabilities and barter relations in tourism. The processing of refunds for unused services.

13.2. Claim settlement in tourism.

Basic rights and duties of tourists. The procedure for compensation of losses in the case of nonfulfillment or substandard performance of tourist services. Contract and noncontract damage. The order of compensation of losses. The use the Frankfurt table to calculate the amount of compensation for moral and material damage caused to tourists due to the fault of the tour operator. The experience of other countries concerning the compensation for physical, material and (or) moral damage.

4. The Structure of the Academic Discipline

From the beginning of studying the academic discipline every student ought to be acquainted with the syllabus of the academic discipline and methods of conducting studies, with the form, content and scope of every module, and also with all of the types of control and methods of assessment of the professional competences developed during the study.

The process of learning consists in consecutive, consistent and detailed working on the educational modules. An educational module, due to its content and interrelations, is a relatively separate independent block of the academic discipline, which logically combines several educational elements of the academic discipline. The thematic plan of the academic discipline includes four modules (Table 4.1).

Table 4.1

The structure of a test credit of the academic discipline

Theme	Number of hours							
	Full-time education				Part-time education			
	Including				Including			
	Sum total hours	Lectures	Practical (seminar) studies	Individual studies	Sum total hours	Lectures	Practical (seminar) studies	Individual studies
1	2	3	4	5	6	7	8	9
Module 1. The terms and principles of the travel company functioning in the market of Ukraine								
<i>Theme 1.</i> The terms of setting up and functioning of a travel company	12	2	2	8	13	2	2	9
<i>Theme 2.</i> The technology of the tourism product creation and assortment formation	14	2	4	8	13	2	2	9
<i>Theme 3.</i> The principles of the tourist travel program formation and provision of tourist services	16	4	4	8	13	2	2	9
Sum total for Module 1	42	8	10	24	39	6	6	27

Table 4.1 (the end)

1	2	3	4	5	6	7	8	9
Module 2. Organization of transport services and transportation								
<i>Theme 4.</i> The general principles of organization of transport services in tourism	15	2	4	10	13	2	2	9
<i>Theme 5.</i> The air transport services provided to tourists	15	2	4	10	13	2	2	9
<i>Theme 6.</i> The railway and bus services provided to tourists	15	2	4	10	13	2	2	9
<i>Theme 7.</i> The sea and river transport services and cruising provided to tourists	17	4	4	10	13	2	2	9
Sum total for Module 2	62	10	16	40	52	8	8	36
Module 3. Tourist formalities and technology of organization of the tourist travel programs								
<i>Theme 8.</i> The types of tourist formalities. The passport and visa formalities	10	4	4	2	13	2	2	9
<i>Theme 9.</i> Customs, currency and health tourism formalities	10	4	4	2	14	2	2	9
Sum total for Module 3	20	8	8	4	27	4	4	18
Module 4. The technology of organization and conditions of a tourist travel								
<i>Theme 10.</i> Security and insurance in tourism	10	4	4	2	12	1	1	10
<i>Theme 11.</i> Travel documents, the procedure and rules of their registration	10	4	4	2	12	1	1	10
<i>Theme 12.</i> Reservation and booking of tourist services	10	4	4	2	14	2	2	10
<i>Theme 13.</i> Organization of tourist services and settlement of claims in tourism	12	4	4	4	14	2	2	10
Sum total for Module 4	42	16	16	10	52	6	6	40
<i>Preparation for the exam</i>	4				4			
<i>Consultation before the examination</i>	2				2			
<i>Examination</i>	4				4			
Sum total	180	42	50	88	180	24	24	132

5. The Plans of Seminars

A seminar is a form of lesson at which the lecturer organizes a discussion of the previously chosen themes on which the students prepare the theses of reports. The lecturer evaluates students' reports and presentation of individual or group work on the topics outlined, the activity in discussions, the ability to form and assert their position and so on during every seminar. Final marks for each seminar are entered in the appropriate class register. The marks for separate seminars are taken into account in the process of accumulating the final points on this academic discipline. The plans of seminars are presented in Table 5.1.

Table 5.1

Plans of seminars

Theme	The content of the workshop	Hours	Bibliography
1	2	3	4
Module 1. The terms and principles of the travel company functioning in the market of Ukraine			
<i>Theme 1.</i> The terms of setting up and functioning of a travel company	<p style="text-align: center;"><i>The theme of the seminar</i> "Tourist service as a type of entrepreneurial activity"</p> <ol style="list-style-type: none"> 1. Commercial and noncommercial organizations in the sphere of tourism. 2. Forms of the travel company management. 3. Peculiarities of the tourism industry development in Ukraine 	2	Basic: [2; 4; 6 – 9]. Supplementary: [12; 15; 19; 24 – 26]
<i>Theme 2.</i> The technology of the tourism product creation and assortment formation	<p style="text-align: center;"><i>The theme of the seminar</i> "Peculiarities of the regional tourism planning as a complex system"</p> <ol style="list-style-type: none"> 1. Determining the acceptance capacities of regions and tourist centers. 2. The typical activity program for the regional tourism development. 3. Development of the policies and structure plan for the regional tourism development 	2	Basic: [2 – 4; 7; 9]. Supplementary: [13; 16; 19 – 22; 31; 33]

Table 5.1 (the end)

1	2	3	4
Module 2. Organization of transport services and transportation			
<i>Theme 4.</i> The general principles of organization of transport services in tourism	<i>The theme of the seminar "Organization of transport services in tourism"</i> 1. Transportation services as part of the tourist product. 2. The basics of the contractual relations in the rendering of the tourist service. 3. Insurance of the tourist travels	4	Basic: [7 – 9; 11]. Supplementary: [19 – 22; 24 – 26; 34]
<i>Theme 5.</i> The air transport services provided to tourists	<i>The theme of the seminar "Organization of the international aviation business"</i> 1. The air transport of Ukraine. 2. Administrative formalities at the airport. 3. The peculiarities of service provided to definite categories of passengers	4	Basic: [7 – 9; 11]. Supplementary: [19 – 22; 24 – 26; 34]
Module 3. Tourist formalities and technology of organization of the tourist travel programs			
<i>Theme 8.</i> The types of tourist formalities. The passport and visa formalities	<i>The theme of the seminar "Tourist formalities in the global world"</i> 1. The tendencies of the society globalization, the impact of globalization on the tourism sector. 2. The need for implementation of the tourism formalities in the global environment. 3. The advantages and disadvantages of the introduction (abolition) of the tourist formalities for the country in the context of globalization	4	Basic: [2; 3; 5; 7]. Supplementary: [19 – 22; 24 – 26; 34]
Module 4. The technology of organization and conditions of a tourist travel			
<i>Theme 10.</i> Security and insurance in tourism	<i>The theme of the seminar "Peculiarities of the insurance market"</i> 1. Information asymmetry in the insurance market. 2. Moral hazard and opportunistic behavior during the insurance procedure. 3. Insurance as a market institution	4	Basic: [2 – 4; 7; 9; 11]. Supplementary: [19 – 22; 24 – 26; 34]
<i>Theme 12.</i> Reservation and booking of tourist services	<i>The theme of the seminar "Global booking systems, their features"</i> 1. The global booking system "Amadeus". 2. The global booking system "Galileo". 3. The global booking system "Sabre". 4. The global booking system "Worldspan"	4	Basic: [2; 4; 7; 11]. Supplementary: [19 – 22; 24 – 26; 34]
Sum total		24	

6. The Themes of Practical Studies

A **practical study** is a form of lesson at which the lecturer organizes a detailed consideration of certain theoretical issues of the academic discipline and forms the ability and skills necessary for applying them to practice through doing individual tasks.

A practical study is carried out with the help of a preliminary prepared methodical material – tests for assessment of the mastery of the necessary theoretical principles, a set of practical problems of various levels of complexity.

A practical lesson includes the preliminary control of students' learning abilities and skills, raising a general problem to be discussed with the participation of students, solving and assessment of control problems. Themes of practical studies are given in Table 6.1.

Table 6.1

The themes of practical studies

Themes	Practical studies	Hours	Bibliography
1	2	3	4
<p><i>Module 1</i> The terms and principles of the travel company functioning in the market of Ukraine</p>	<p>Theme 2. The technology of the tourism product creation and assortment formation. <i>Task.</i> The development of the tourism product. <i>Task.</i> The complex nature of tourist services as a direct factor of the service quality</p>	2	<p>Basic : [2; 4; 7 – 9]. Supplementary: [12; 15; 19; 24 – 26]</p>
	<p>Theme 3. The principles of the tourist travel program formation and provision of tourist services. <i>Task.</i> The technology of the tourist service delivery to the end consumer. <i>Task.</i> Advertising and advertising campaigns as a tool of the tourism product promotion. <i>Task.</i> The specificity of advertising services in the tourism industry</p>	4	<p>Basic: [2; 5; 7; 11]. Supplementary: [13; 16; 19 – 22; 31; 33]</p>

Table 6.1 (the end)

1	2	3	4
<p><i>Module 2</i> Organization of transport services and transportation</p>	<p>Theme 6. The railway and bus services provided to tourists. <i>Task.</i> Safety, security and environmental compatibility during the transportation by bus and railway. <i>Task.</i> The peculiarities of the organized group service on the railway transport. <i>Task.</i> Organization of the passenger transportation in accordance with the contracts or private orders</p>	4	<p>Basic: [3; 7; 9 – 11]. Supplementary: [19 – 22; 24 – 26; 34]</p>
	<p>Theme 7. The sea and river transport services and cruising provided to tourists. <i>Task.</i> Advantages, disadvantages and motivation of tourists travelling by water vehicles. <i>Task.</i> Passenger lines and conclusion of a freight contract. <i>Task.</i> Excursions and sightseeing on the river vessels</p>	4	<p>Basic: [3; 7; 9 – 11]. Supplementary: [19 – 22; 24 – 26; 34]</p>
<p><i>Module 3.</i> Tourist formalities and technology of organization of the tourist travel program</p>	<p>Theme 9. Customs, currency and health tourism formalities. <i>Task.</i> Consideration of the prospects of the tourist market development in the case of cancellation of any travel formalities</p>	4	<p>Basic: [2; 3; 6; 7; 11]. Supplementary: [19 – 22; 24 – 26; 34]</p>
<p><i>Module 4.</i> The technology of organization and conditions of a tourist travel</p>	<p>Theme 11. Travel documents, the procedure and rules of their registration. <i>Task.</i> The contract on the tourist services provision. The basic articles and essential terms</p>	4	<p>Basic: [2; 4; 5; 7]. Supplementary: [19 – 22; 24 – 26; 34]</p>
	<p>Theme 13. Organization of tourist services and settlement of claims in tourism. <i>Task.</i> The use the Frankfurt table to calculate the amount of compensation for moral and material damage caused to the tourists due to the fault of the tour operator</p>	4	<p>Basic: [3 – 5; 7; 11]. Supplementary: [19 – 22; 24 – 26; 34]</p>
Sum total		26	

6.1. Examples of typical practical tasks

Module 1. The terms and principles of the travel company functioning in the market of Ukraine

Theme 2. The technology of the tourism product creation and assortment formation

Task 1. Can a tourist ask for changes in the standard contract offered by the travel company?

The methodical guidelines for the task:

1. Read the rights of the tourist.
2. Imagine that you are a tourist who finalizes a personal tour.
3. Imagine that you are a manager of a travel company and you have to serve the client who wishes to travel according to the standard tour program but with his family rather than with a tourist group.
4. Consider the problem from the point of view of the interests of both participants of the tourist market (a customer and a travel company).

Task 2. Which of the following documents may constitute a trade secret of the enterprise:

- 1) the statutory documents and statute;
- 2) the documents giving the right to carry out the entrepreneurial activity;
- 3) the documents on financial solvency;
- 4) the data on the number of employees, the structure of the staff, their wages and working conditions;
- 5) information on the vacancies;
- 6) the documents on taxes and obligatory payments;
- 7) information on violation of the antimonopoly legislation;
- 8) information on incompliance with the safe working conditions and reimbursement as a result of the damage;
- 9) information on the sale of products harmful to health;
- 10) information about participation of the enterprise officials in cooperatives, small enterprises and other organizations that carry out entrepreneurial activities.

Module 2. Organization of transport services and transportation

Theme 6. The railway and bus services provided to tourists

Task 1. A travel company purchased tickets for a group travel to the destination in a compartment, and back – in a couchette car. However, according to the contract terms, the tourists must travel in compartment cars in both directions. What actions should be undertaken by the travel company?

Methodical guidelines for the assignment:

1. Check out the main provisions of the standard contract between the travel company and the client.
2. Solve the situation, taking into account the interests of both parties (company and customers).
3. How can a client act in the situation like this?

Task 2. A citizen of Ukraine bought a bus ticket to Bulgaria from the travel company. The bus went an hour later than scheduled and broke twice on the road. After the second breakdown, it did not make any sense to continue the trip, and the passengers had to hire another bus to come back. The director of the travel company promised to provide a new vehicle early next morning. However, the next day the passengers failed to get to Bulgaria. The travel company just returned the money.

Describe the possible variants of resolving this conflict situation. Please note that:

- 1) the bus was owned by the travel company;
 - 2) the bus was ordered by the travel company from the transport enterprise.
1. Learn the key provisions of the Law on Consumer Protection.
 2. Out of many possible options, choose two: passive and active, in the sense of retaliation of tourists.
 3. Who should the tourists address their claims: the travel company or the transport enterprise?
 4. Is it possible to resolve the conflict with the minimal material and moral damage?
 5. Develop a set of measures that must be implemented by the travel company to prevent the recurrence of similar situations.

Module 3. Tourist formalities and technology of organization of the tourist travel program

Theme 9. Customs, currency and health tourism formalities

Task 1. A tourist is going to buy a tourist trip to Spain for herself and her twelve-year-old son. To obtain a Schengen visa, it is necessary to have a written consent of the father for the child to be able to leave the country accompanied by the mother, but the ex-husband, evading the payment of alimony, periodically changes the place of work and his whereabouts are now unknown.

Is it possible to solve this problem?

1. Get acquainted with the peculiarities of legal regulation of travelling to the countries of the Schengen group.

2. Find your solution which is not contrary to either Civil or Criminal Codes of Ukraine.

Task 2. The tour operator, which is sending tourists to Crete, is formalizing a group visa for the tourist's family and two other families, that the first tourist does not know. The employees of the travel company want to give the original copy of the group visa to these two families (and a photocopy of the group visa to the first tourist) because all tourists will meet at the Boryspil airport. The tour operator representative is not planning to go to the airport. The families are travelling to different cities but in the contract it is written that in the case of the customer's absence his money will be lost. It was the tourist's wish not to depend on the group and the tour operator representative assured him that a photocopy of the group visa will be sufficient for Boryspil airport, and the original copy of the group visa will be necessary during the customs control at Crete.

Is it really so? Should the tourist require the mandatory presence of a tour operator representative with the original group visa or rely on the fear of two families to lose their money?

Module 4. The technology of organization and conditions of a tourist travel

Theme 13. Organization of tourist services and settlement of claims in tourism

Task 1. It is a multiday route in Prymorie in early summer. There are many rainy and cloudy days. On the first day the old man, who was with his

wife, was chosen as a group monitor by the group. On the second day of the trip, the group supervisor notices that because of the bad weather the group monitor needs some assistance in the organization of cultural events. However, the group monitor is not active, his reputation among the group members is low, he is also committed to privacy. The group supervisor asks a rather initiative tourist "L" to help him and she gladly agrees. The group is satisfied. On the seventh day of the trip, the wife of the group monitor makes a variety of claims against the tourist "L" stressing the fact that her husband is the group monitor and all issues should be agreed with him.

What should the group supervisor do?

1. Study the literature on the psychology of team management and etiquette.
2. Imagine that you are the tourist "L", then that you are the group supervisor, and, finally, the group monitor.
3. Leaving emotions aside, go back to the image of the group supervisor and find out the only right solution.

7. Independent Work of Students

To learn the material of the academic discipline successfully, a lot of attention (besides lectures, practical and seminar studies (class work), should be paid to the students' independent work.

Independent work of students is a form of organization of the educational process, when individual tasks and work in small groups are done by students independently under the methodical control of the lecturer.

The aim of independent work of students is mastering the syllabus and forming general and professional competences which play a significant role in making specialists of the highest qualification level. The educational time for independent work of full-time students is determined by the curriculum (88 hours which make 48.9 % of the general educational time of the academic discipline study (180 hours).

Independent work of students includes: work on the lecture material; study of the recommended literature, basic terms and concepts after each theme of the academic discipline; training for practicals, seminars, laboratory work; making presentations and reports; carrying out individual tasks (calculation, individual and complex tasks); writing essays concerning different problems of travel firms' activity; search (selection) and review of literature sources; analytical consideration of scientific publications; final testing of the students'

knowledge according to the questions for self-assessment; preparation for tests and other forms of current control; preparation for the examination. An indispensable element of the students' independent work is study of the domestic and foreign special economic literature, standard acts on governmental regulations of the national tourist industry. Independent work is the basic means of mastering educational material during the time free from compulsory lessons. During the independent work, the student must become an active participant in the learning process, learn to develop conscientious attitude to the acquisition of theoretical and practical knowledge, feel free in the information space, be individually responsible for the quality of his education.

The basic types of independent work for mastering the theoretical knowledge and practical skills are given in Table 7.1.

Table 7.1

Tasks for students' independent work and forms of control

Themes	The content of students' independent work	Hours	Form of control	Bibliography
1	2	3	4	5
Module 1				
The terms and principles of the travel company functioning in the market of Ukraine				
<i>Theme 1.</i> The terms of setting up and functioning of a travel company	Search, selection and review of literature sources on the given topic. Preparation of the practical tasks	8	Checking the home tasks, recitation on the material studied	Basic: [2; 4; 7 – 9]. Supplementary: [12; 15; 19; 24 – 26]
<i>Theme 2.</i> The technology of the tourism product creation and assortment formation	Search, selection and review of literature sources on the given topic. Preparation of the practical tasks	8	Checking the home tasks, recitation on the material studied	Basic: [2 – 4; 7; 9]. Supplementary: [13; 16; 19 – 22; 31]
<i>Theme 3.</i> The principles of the tourist travel program formation and provision of tourist services	Search, selection and review of literature sources on the given topic. Preparation of the practical tasks. Preparation for the test paper	8	Checking the home tasks, recitation on the material studied	Basic: [2; 5; 7; 11]. Supplementary: [13; 16; 19 – 22; 31; 33]
Sum total for Module 1		24		

Table 7.1 (continuation)

1	2	3	4	5
Module 2				
Organization of transport services and transportation				
<i>Theme 5.</i> The air transport services provided to tourists	Search, selection and review of literature sources on the given topic. Preparation of the practical tasks. Preparation for the test paper	10	Checking the home tasks, recitation on the material studied	Basic: [7 – 9; 11]. Supplementary: [19 – 22; 24 – 26; 34]
<i>Theme 6.</i> The railway and bus services provided to tourists	Search, selection and review of literature sources on the given topic. Preparation of the practical tasks	10	Checking the home tasks, recitation on the material studied	Basic: [3; 7; 9; 10]. Supplementary: [19 – 22; 24 – 26; 34]
<i>Theme 7.</i> The sea and river transport services and cruising provided to tourists	Search, selection and review of literature sources on the given topic. Preparation of the practical tasks. Preparation for the colloquium	10	Checking the home tasks, recitation on the material studied	Basic: [3; 7; 9 – 11]. Supplementary: [19 – 22; 24 – 26]
Sum total for Module 2		36		
Module 3				
Tourist formalities and technology of organization of the tourist travel programs				
<i>Theme 8.</i> The types of tourist formalities. The passport and visa formalities	Search, selection and review of literature sources on the given topic. Preparation of the practical tasks	2	An oral test	Basic: [2; 3; 6; 7; 11]. Supplementary: [19 – 22; 24 – 26]
<i>Theme 9.</i> Customs, currency and health tourism formalities	Search, selection and review of literature sources on the given topic. Preparation of the practical tasks. Preparation for the test paper	2	Checking the home tasks, recitation on the material studied	Basic: [1 – 3; 6; 7; 11]. Supplementary: [19 – 22; 24 – 26; 34]
Sum total for Module 3		4		
Module 4				
The technology of organization and conditions of a tourist travel				
<i>Theme 10.</i> Security and insurance in tourism	Search, selection and review of literature sources on the given topic. Preparation of the practical tasks	2	Checking the home tasks, recitation on the material studied	Basic: [1 – 4; 7; 9; 11]. Supplementary: [19 – 22; 24 – 26]
<i>Theme 11.</i> Travel documents, procedure and rules of their registration	Search, selection and review of literature sources on the given topic. Preparation of the practical tasks	2	Checking the home tasks, recitation on the material studied	Basic: [1 – 4; 7; 11]. Supplementary: [19 – 22; 24 – 26; 34]

Table 7.1 (the end)

1	2	3	4	5
<i>Theme 12. Reservation and booking of tourist services</i>	Search, selection and review of literature sources on the given topic. Preparation of the practical tasks	2	Checking the home tasks, recitation on the material studied	Basic: [1 – 4; 7; 9; 11]. Supplementary: [19 – 22; 24 – 26]
<i>Theme 13. Organization of tourist services and settlement of claims in tourism</i>	Search, selection and review of literature sources on the given topic. Preparation of the practical tasks. Preparation for the test paper	4	Presentation. Checking the home tasks, recitation on the material studied	Basic: [1 – 4; 7; 11]. Supplementary: [19 – 22; 24 – 26; 34]
Sum total for Module 4		10		
<i>Consultation before the examination</i>		2		
<i>Preparation for the exam</i>		4		
Examination		4		
Sum total		88		

7. 1. Questions for self-assessment

Module 1

Terms and principles of the travel company functioning in the market of Ukraine

Theme 1. The terms of setting up and functioning of a travel company

1. What are the main stages of setting up a travel company?
2. What legal forms of business entities do you know?
3. What are the requirements for the statutory documents?
4. Describe the main conditions of a travel company functioning.
5. Describe franchising as a special form of business.
6. What are the peculiar features of a tour operator activity?
7. What is the basis of a travel agent activities?
8. Describe the licensing terms and conditions.
9. What is the procedure for granting and cancelling the license?
10. Define the concept of certification and its types.
11. Describe the procedure for the hotel services certification.
12. What is the procedure for the food services certification?
13. Specify the rights and obligations of the tourism business entities.
14. What are the rights and duties of tourists?

Theme 2. The technology of the tourism product creation and assortment formation

1. What is the structure of an inbound tourist flow?
2. How is the outbound tourist flow characterized?
3. Describe the main tourism resource groups of Ukraine.
4. Describe the natural recreational resources of Ukraine.
5. What is the significance of cultural and historical heritage of Ukraine for tourism development?
6. What are the components of the tourism infrastructure?
7. Analyze tourism resources of the Carpathian region.
8. What are the opportunities of tourism development in Bukovyna?
9. What are the main legislative acts regulating tourism activity in Ukraine?
10. What are the powers and authorities of the Verkhovna Rada of Ukraine in the field of tourism?
11. Specify the main priorities of the state policy in the field of tourism.

Theme 3. The principles of tourist travel program formation and provision of tourist services

1. Characterize the tourist service and its features.
2. What are the components of a tour package?
3. What is a tourism product?
4. What specialized enterprises are involved in the production of the tourism product?
5. How are the hotels classified?
6. List the main requirements for the hotel.
7. What do you know about timeshare business?
8. What are the basic requirements for organization of catering?
9. How are the transport services classified?
10. What place do the entertainment and other program activities occupy in a tourist travel?
11. Analyze the main stages of the tourist product life cycle.
12. Give a definition of the quality of the tourist product and its main indicators.
13. What interstate and national standards in the field of tourism are you aware of?
14. Describe the tourism market and its key elements.

Module 2

Organization of transport services and transportation

Theme 4. The general principles of transport services organization in tourism

1. Provide the classification of tourist transportation.
2. Provide the classification of vehicles.
3. Analyze the advantages and disadvantages of different types of transport.
4. What is the role of the state in the development of the transport system?
5. What are the main stages of the preparation, implementation and carrying out of a tourist route?
6. What are the principles of the tourism company business plan formation for implementation of a transport travel?
7. The stages of the advertising campaign for travelling on different types of transport.
8. Motivation for the choice of a mode of transport.
9. Modern trends in the development of transport.
10. The basic principles of tourism product advertising.
11. Types of tours.
12. The typology of tourists.

Theme 5. The air transport services provided to tourists

1. The main characteristics of the aviation market of Ukraine.
2. What are the main forms of cooperation between airlines and travel companies?
3. What are the classes of service provided by the airlines?
4. International regulation of the air transportation.
5. State regulation of the air transportation.
6. What is the legal base of the international passenger traffic and international associations of air transport?
7. Give a brief description of the international aviation business.
8. Explain the organizational structure of the *American Airlines* management.

9. Explain the organizational structure of the *Northwest Airlines* management.
10. Describe the activities of the international alliances of airline companies.
11. Give a brief description of the air passenger transport of Ukraine.
12. Describe the trends in the development of the aviation transport market of Ukraine.

Theme 6. The railway and bus services provided to tourists

1. What are the different types of trains?
2. Provide the classification of railway tours.
3. What are the advanced and progressive technologies of the tourist services on the railway transport?
4. What international conventions and agreements on the regulation of railway transportation do you know?
5. Describe the governmental regulations of the railway transportation.
6. Describe the basic stages of the bus travel organization.
7. Describe the basic stages of the organization of travels by private car.
8. The history of the rental system. The state of the rental business in Ukraine.
9. Describe the procedure of renting a car. The cost of rent.
10. Provide an insight into the motor sports and racing.
11. Provide an insight into the car shows and exhibitions.
12. Characterize the planning and organization of individual travels for drivers and car enthusiasts – tourists and travellers.

Theme 7. The sea and river transport services and cruising provided to tourists

1. Describe the sea cruise tourism.
2. Describe the river cruise tourism.
3. Describe the freight contract.
4. What are the main cruise regions?
5. What are the main types of water transport?
6. The history of the water travel development.
7. The competition between the air and sea transport.
8. Piracy and terrorism at sea.
9. Provide an insight into the boat shows and water sports competitions.

Module 3

Tourist formalities and technology of organization of the tourist travel program

Theme 8. The types of tourist formalities. The passport and visa formalities

1. What do you understand by the notion "tourist formalities"?
2. What international documents and acts regulate tourist formalities?
3. What is the role of a travel company in the process of implementation of tourism formalities?
4. Provide an insight into the essence of the passport and visa formalities.
5. What is the procedure for crossing the border by the citizens of Ukraine?
6. What is the procedure for crossing the border by foreign citizens?
7. What are the differences between the biometric passport and the ordinary passport for travelling abroad?
8. What are the differences between the diplomatic and service (official) passports?
9. How are the invitation and visa issuance connected?
10. What factors limit the issuance of a visa?
11. In what cases is the issuance of a group visa possible?
12. What is special about Schengen visas?
13. What is the procedure for obtaining a Schengen visa for a citizen of Ukraine?
14. What is the procedure for obtaining the Ukrainian visas by foreigners?
15. What are the benefits of the visa regime?
16. What are the disadvantages of the visa regime?
17. What are the special features of a tourist visa?

Theme 9. Customs, currency and health tourism formalities

1. Provide an insight into the essence of the notion "customs formalities".
2. What documents should a tourist have while passing the customs control?
3. Restrictions on importation of personal belongings and goods by the citizens into the customs territory of Ukraine.
4. What items can be imported to Ukraine without paying any fees?

5. What is the customs declaration and what is the procedure for its registration?
6. What is the aim of the foreign exchange control?
7. What are the rules of bringing in the currency of Ukraine and foreign currency in the territory of Ukraine?
8. What are the rules of bringing out the currency of Ukraine and foreign currency from Ukraine?
9. What refers to the personal belongings of tourists and what is the procedure for bringing them in to Ukraine?
10. Why is it necessary to meet the health formalities?
11. What does the term "epidemiologically dangerous territories" mean and what is the procedure for the entry and exit from these territories?
12. What is the place and role of the sanitary (medical) and health formalities in the development of international tourism?
13. Why do travellers need a certificate of vaccination? Who is it given to?

Module 4

The technology of organization and conditions of a tourist travel

Theme 10. Security and insurance in tourism

1. What are the main factors that create a danger to tourists?
2. What steps are travel companies obliged to implement to ensure tourists' safety?
3. What are the main risks in tourism?
4. What are the rules of the tourists' behavior on different modes of transport?
5. How should tourists behave in the case of emergency?
6. What are the mandatory types of insurance in tourism?
7. What are the main insurance programs provided by insurance companies to tourists?
8. What are the different forms of insurance against accidents?
9. What are the terms and conditions of insurance against accidents?
10. What are the directions of health insurance in tourism?

11. What are the terms and conditions of medical insurance?
12. What is the liability insurance?
13. In what areas and directions is the liability insurance in tourism performed?
14. What information should the contract of insurance contain?
15. According to what criteria should the insurance company be chosen by a tourist?
16. In what cases, in the event of an accident, is the tourist not entitled to receive the insurance payments?

Theme 11. Travel documents, the procedure and rules of their registration

1. What legal and normative documents govern the contractual relations in tourism at the international and national levels?
2. What contract terms are essential?
3. What are the essential articles of each contract?
4. What is the role of ordinary and accidental conditions in the contract?
5. What are the ways of concluding contracts?
6. Why is it important to conclude contracts correctly? How does it help to achieve a high level of quality of the tourist services?
7. Provide an insight into the essence of the concept "legal capacity".
8. Provide an insight into the essence of the notion "creditworthiness".
9. Provide an insight into the essence of the concept "legal capacity to act".
10. What terms and conditions must the contracts between initiative and receptive tour operators include?
11. What are the essential terms of the standard contract for rendering tourist services?
12. What information should a tourist be provided with during the conclusion of a contract for tourist services?
13. What are the significant changes of circumstances that are taken into account between the travel companies and tourists?
14. What are the limits of price changes of tourism products in the process of signing a tourist services contract?
15. In what cases is it possible to terminate the contract for tourist services?

16. What is the purpose and role of the tourist voucher?
17. What is the difference between the tourist voucher and the package tour to the sanatorium or resort?
18. What is the purpose and role of the international tourist voucher?

Theme 12. Reservation and booking of tourist services

1. List the characteristic features of the automation of work of travel companies.
2. What are the benefits of using information technologies in tourism?
3. What are the disadvantages of using information technologies in tourism?
4. What are the technical tools used by travel companies for information processing?
5. What software do travel companies need?
6. Characterize the automated systems of booking and reservation used in tourism.
7. What is the role of applying Internet technologies in tourism?
8. What main opportunities for tourism business are provided by the Internet?
9. What are the main technological and software demands as to connecting the tourism business to the Internet?
10. What is the main purpose of using an automated international reservation system?
11. Explain the essence of the sale of goods and services online.
12. How does the use of information technologies influence the performance of travel companies?

Theme 13. Organization of tourist services and settlement of claims in tourism

1. Give a definition of the quality of tourist services.
2. What are the main parameters of the tourist service quality evaluation?
3. What are the problems of determining the quality of a tourism product?
4. What are the different approaches to the assessment of the quality of work of travel companies?
5. What are the classes of service in the tourism business?
6. What are the promising areas for improvement of the tourist service quality?

7. What are the ways for improving the quality of tourism products?
8. What documents are necessary to legalize the relationships between a tourist and a travel company?
9. What is the procedure for claim consideration and settlement?
10. What is the difference between the material and moral damage reimbursement?

8. Individual and Consultative Work

Individual and consultative work is a kind of lecturer's communication with students which is carried out under the schedule of individual and consulting work in the form of individual lessons, tutorials, check and defense of tasks which are given to students as a form of current control, etc.

Individual lessons are given to students to increase the level of their preparation and develop individual creative abilities. Individual tutorials imply consulting a student on topical issues of theoretical nature on the academic discipline.

A tutorial is a form of educational lessons which includes explanation of certain theoretical principles or aspects of their practical application, consideration of typical examples and ways of using the knowledge received when studying the academic discipline in practice.

Individual and consultative work, designed for a complex assessment of the mastery of the teaching material, is carried out in the form of individual defense of independent and individual tasks, preparation of abstracts for presentation at seminars, preparation of theses for presentation at a scientific conference.

The forms of individual and consultative work are:

a) on the theoretical material:

consultation: individual (question – answer), group (considering typical examples – situations);

b) on the practical material:

consultations, individual and group;

c) for comprehensive assessment of the mastery of the syllabus material: individual delivery of the work performed.

9. Methods of Study

In the process of teaching the academic discipline, in order to enhance the learning and cognitive activity of students, the active and interactive educational technologies are used, including: lectures of problem nature, minilectures, work in small groups, seminar-discussions, brainstorming, presentations (Tables 9.1 and 9.2).

The main distinctive feature that differs active and interactive teaching methods from traditional ones is not only defined by the methods and techniques of teaching, but also by high efficiency of the educational process, which is manifested in: high motivation of students; consolidation of theoretical knowledge; increase of students' conscientiousness; the formation of the ability to make independent decisions; developing the ability to adopt collective decisions; forming the capacity for social integration; acquiring skills in conflict resolution; development of the ability to compromise.

Table 9.1

Distribution of methods for intensification of studies according to the themes of the academic discipline

Theme	Practical implementation
1	2
<i>Theme 1.</i> The terms of setting up and functioning of a travel company	<i>A problem lecture:</i> "The role and importance of the WTO in the improvement of the tourist activity efficiency". <i>A minilecture, a seminar-discussion:</i> "The problems and prospects of the tourist services certification". <i>Presentation of the results in small groups</i>
<i>Theme 2.</i> The technology of the tourism product creation and assortment formation	<i>A minilecture, a seminar-discussion:</i> "Specifics of marketing in the sphere of recreational services". <i>A case study:</i> "The organizational and economic mechanism of the formation and usage of the nature and recreational potential of the territory"
<i>Theme 3.</i> The principles of the tourist travel program formation and provision of tourist services	<i>The case study:</i> "Organization of the international itinerary". <i>Presentation of the results in small groups</i>
<i>Theme 4.</i> The general principles of organization of transport services in tourism	<i>A problem lecture:</i> "Transport as a vital component of the state economy".

Table 9.1 (the end)

1	2
	<i>A minilecture, a seminar-discussion:</i> "The impact of the vehicles, means and systems of transport improvement on the development of a modern society"
<i>Theme 5.</i> The air transport services provided to tourists	<i>A problem lecture:</i> "The problems and prospects of the air transport development in Ukraine"
<i>Theme 6.</i> The railway and bus services provided to tourists	<i>A minilecture, a seminar-discussion:</i> "The increase of the railway transport tariffs for services and the quality improvement of the railway services". <i>A minilecture, a seminar-discussion:</i> "The advantages and disadvantages of motorcycling races"
<i>Theme 7.</i> The sea and river transport services and cruising provided to tourists	<i>A minilecture, a seminar-discussion:</i> "The problems and prospects of the river cruise development in Ukraine"
<i>Theme 8.</i> The types of tourist formalities. The passport and visa formalities	<i>A minilecture, a seminar-discussion:</i> "Biometric passports: the issuance features and benefits of usage". <i>Banks of visual support</i>
<i>Theme 9.</i> Customs, currency and health tourism formalities	<i>A problem lecture:</i> "The impact of the tourism formalities on the increase/reduction of tourist flows". <i>Working in small groups.</i> <i>Presentation of the results.</i> <i>Banks of visual support</i>
<i>Theme 10.</i> Security and insurance in tourism	<i>A minilecture, a seminar-discussion:</i> "The essential terms of the insurance contract". <i>Banks of visual support</i>
<i>Theme 11.</i> Travel documents, the procedure and rules of their registration	<i>A minilecture:</i> "The travel voucher as the main tourist document". <i>Banks of visual support</i>
<i>Theme 12.</i> Reservation and booking of tourist services	<i>A problem lecture:</i> "The risks of online booking and reservation for individual tourists and travel agencies". <i>Working in small groups.</i> <i>Presentation of the results.</i> <i>Banks of visual support</i>
<i>Theme 13.</i> Organization of tourist services and settlement of claims in tourism	<i>A minilecture:</i> "The rules of the tourists' behavior in the countries with different cultural and religious values". <i>Presentation of the results.</i> <i>Banks of visual support</i>

Problem lectures are directed to the development of students' logic thinking. The range of questions on the theme of a lecture is limited to two or three key points, the attention of students is concentrated on the material which hasn't been covered in textbooks, the experience of foreign educational institutions with distribution of printed material among students during lectures and highlighting the main conclusions drawn concerning the points under consideration. When delivering the lecture material the lecturer puts questions to be independently thought over by students. Thus the lecturer asks a question which induces students to search for a solution to a problem situation. Such a system forces students to concentrate and start thinking actively searching for the right answer.

At the beginning of a problem lecture it is necessary to formulate precisely the problem to be solved by the students. When delivering the lecture material it is necessary to avoid direct answers to the questions, and to cover the lecture material so that the received information could be used by the students while solving the problem.

Minilectures provide the delivery of the teaching material in a short-time interval (usually no longer than 10 – 15 minutes) and are characterized by significant capacity, complexity of logic constructions, images, proofs and generalizations. At the beginning of a minilecture the lecturer attracts the students' attention to the necessity of presenting the lecture material in a structural and logic way. While considering the set questions, the lecturer delivers the compressed material. The lecture lessons stimulate the students' activity and focus their attention on the perception of the material, and also direct them to using a system approach to the reproduction of the information which they have received from the lecturer.

Seminar-discussions provide an exchange of opinions and sights of participants on the problem discussed and its separate aspects. Such seminars develop the independence of students' thinking and the ability to analyze the information, form a certain outlook, develop a skill at formulating ideas, state them and give reasons during the further discussion, and also to evaluate the ideas and offers of others.

Work in small groups enables the teacher to structure lectures or practical lessons (seminars), create opportunities for each student's participation in the work on the theme of the lesson, provides formation of personal qualities and experience of a social dialogue. After the problem coverage or a summary of the material students are offered to make groups of 5 – 6 people and present the vision and perception of the material at the end of the lesson.

Presentations are made in front of the audience and are used for demonstration of certain achievements, results of the group work, reports on individual tasks, instructing. One of the positive features of presentations and their advantages in the educational process is an exchange of experience received by the students while working in small groups.

The case study method is the method of analysis of specific situations that imitate the actual professional practice through consideration of operational, managerial and other situations, complex cases of conflict, problem situations, incidents in the process of learning the material.

Banks of visual support help students to enhance the creative perception of the content of the academic discipline by using visual aids (all the lectures).

Table 9.2

Methods of intensification of studies

Theme	Practical implementation	Methods of intensification of studies
<i>Theme 1.</i> The terms of setting up and functioning of a travel company	The theme of the seminar <i>"Tourist service as a type of entrepreneurial activity"</i>	Seminar-discussions, presentations
<i>Theme 2.</i> The technology of the tourism product creation and assortment formation	The theme of the seminar <i>"Peculiarities of the regional tourism planning as a complex system"</i>	Seminar-discussions, presentations
<i>Theme 4.</i> The general principles of organization of transport services in tourism	The theme of the seminar <i>"Organization of the transport services in tourism"</i>	Seminar-discussions, presentations
<i>Theme 5.</i> The air transport services provided to tourists	The theme of the seminar <i>"Organization of the international aviation business"</i>	Seminar-discussions, presentations
<i>Theme 8.</i> The types of tourist formalities. The passport and visa formalities	The theme of the seminar <i>"The tourist formalities in the global world"</i>	Seminar-discussions, presentations
<i>Theme 10.</i> Security and insurance in tourism	The theme of the seminar <i>"Peculiarities of the insurance market"</i>	Seminar-discussions, presentations
<i>Theme 12.</i> Reservation and booking of tourist services	The theme of the seminar <i>"Global booking systems"</i>	Seminar-discussions, presentations

10. The System of Assessment

The assessment of the students' level of competences (Table 2.1) implies evaluation of all forms of lessons in accordance with the syllabus of the academic discipline, namely, lectures, seminars, practical lessons, and individual tasks. The assessment of the students' level of competences is based

on a 100-point scale cumulative rating system. According to the Temporary Regulations "On the Procedure of Assessment of Students' Academic Performance Based on the Cumulative Rating System" of S. Kuznets KhNUE the assessment methods include:

current control and assessment of the academic performance which can be conducted in a few ways:

control and assessment of students' activity at lectures, seminars, and practical studies;

control and assessment of the individual research project preparation and presentation;

control and assessment of performance of tasks for independent work;

control and assessment of skills in completing stereotypical, diagnostic, calculative, heuristic tasks;

intermediate control of students' knowledge and skills;

final control (a written examination).

The control of performance of individual tasks and students' activity during seminars and practical studies. The following criteria are used:

1) understanding, the level of learning the theory and methodology of problems which are examined;

2) the level of learning the facts concerning the academic discipline;

3) acquaintance with the recommended literature and up-to-date literature, Internet resources on the given questions;

4) the ability to combine theory with practice when solving realistic problems, performing tasks, making calculations for individual work and collective disputes;

5) logic, structure, style of representation of material in written works and speech in front of the audience, the ability to defend their own position, generalize information and draw conclusions.

Final control is performed in the form of an examination taking into account the results of the educational-cognitive activity of students during a semester (on the basis of a 100-point scale cumulative rating system).

Intermediate control includes evaluation of students' knowledge of the theoretical material and ability to apply it to solving a practical situation. It can be testing or a written work.

The order of current evaluation of students' knowledge. The evaluation of students' knowledge during seminars, practical studies (including individual tasks) is conducted according to the technological chart based on the following criteria:

1) the degree of assimilation of theoretical and methodological issues;

- 2) the degree of mastering the facts of the academic discipline;
- 3) the use of the recommended books, as well as modern literature on the issues;
- 4) the ability to combine theory with practice when considering the simulated situations, solving problems, carrying out calculations while performing tasks designed for self-study, and tasks to be done in the classroom;
- 5) logic, structure and style of the presentation made in writing or orally, the ability to justify their position, to summarize the available information and draw conclusions.

During the evaluation of practical tasks the lecturer pays attention to the quality, independence and timeliness of doing the tasks (according to the schedule of the educational process).

The highest possible mark for a particular task is given on the condition that an individual student's task or his/her oral answer meets all the mentioned criteria. The lack of any component lowers the number of points. When assessing the individual task one should pay attention to the quality, independence and timely submission of the accomplished tasks to the lecturer, according to the academic schedule. If any requirement is not fulfilled, the points will be lowered.

The criteria of extracurricular independent work of students. The general criteria for assessment of extracurricular independent work of students are: the depth of knowledge, the level of thinking, the ability to systematize knowledge of certain topics; the ability to draw grounded conclusions; mastering the categorical apparatus; skills and abilities to perform practical tasks, find the necessary information, systematize and process it; the ability to express oneself at practical studies and seminars.

Essays and presentations are assessed based on the following criteria:

- individual preparation;
- consistency and detailing of the plan;
- completeness and depth of the topic coverage;
- availability of illustrations (tables, figures, charts, etc.);
- the number of references (at least ten);
- the use of statistical (quantitative) information and presentation of practical experience;
- availability of specific proposals;
- quality of the design.

Intermediate control. Intermediate control on this academic discipline is conducted in the form of a colloquium. **A colloquium** is a form of evaluation

of students' knowledge in the system of education. It includes practical tasks of different complication level in accordance with the themes of the module.

Students' knowledge checking and assessment is carried out in the following forms:

- 1) assessing the students' knowledge during seminars and practical lessons;
- 2) assessing an individual research task;
- 3) carrying out the intermediate control;
- 4) carrying out the modular control;
- 5) carrying out the final written examination.

A student who, for valid reasons confirmed in the written form, had no opportunity to participate in the forms of current control, and thus had not passed the module has the right to pass it during a 2-week term after returning to studies on the order of the Faculty Dean according to the set term.

A student **cannot be admitted** to an examination if the number of points got according to the assessment results of the current and module control during the semester didn't reach 35. After the examination period the Faculty Dean gives an order about the liquidation of "debts", i.e. resitting the exam and failed assignments. During the set term the student can gain additional credit points.

A student **is given a mark** if the total number of points got according to the results of the final/semester assessment is equal to or exceeds 60. The lowest possible number of points for the current and module control during the semester is 35 and the lowest possible number of points for an exam is 25 (out of 40 possible points).

The overall result in points for the semester makes: "60 and more points: passed", "59 and fewer points: failed" and this is recorded in the Academic Transcript on the academic discipline. In the case when a student gets fewer than 60 points, he/she is to pass the credit during the period the Faculty Dean has set after the termination of the examination period, but no longer than 2 weeks after the beginning of the semester. In the case of repeated receiving fewer than 60 points the Faculty Dean appoints a Board consisting of three lecturers headed by Head of the Department and determines the period for resitting the exam. After that according to the Effective Law a decision is made: "passed" – then the student continues education according to the academic schedule or "failed" – then the Faculty Dean offers the student an independent repeated studying of the academic discipline during the next period.

The total points on the academic discipline are regarded as a sum of points gained during the period of studying the academic discipline and points got for the examination work.

A sample examination paper

Form №. H-5.05

SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

Educational qualification	Bachelor
Speciality	242 Tourism
Term	6
Academic discipline	Organization of Tourism (Organization of Tourist Travels)

EXAMINATION PAPER No. 1

1. The theoretical task.

Provide a comparative analyses of the tour operator and travel agent activities.

2. The situational task.

During a trip to Central Africa a tourist from Ukraine was seized by the armed militants who demanded a ransom in the amount of \$50,000. The tourist didn't violate any rules of conduct, he wasn't in a condition of alcoholic or narcotic intoxication. In the contract between the travel agent and the tourist and in the insurance contract the possibility of such a case had not been stipulated, so it is impossible to classify this case as an insurance event. The tourist's family doesn't have the specified amount. What should the travel agency which sold the packaged tour do? What should the family of the captured person do?

3. The diagnostic task.

Provide the missing information according to the tourist contract:

"... **5. RESPONSIBILITIES OF THE PARTIES**

5.2. The Tourist is obliged:

5.2.1. To pay the cost of

5.2.2. To provide on time

5.2.3. To adhere to the requirements of the current legislation of Ukraine and the country of temporary residence concerning

5.2.4. To pay the cost of

5.2.5. To provide reliable data on

5.2.6. To pay personally for

5.2.7. During the tourist travel to comply with the rules

4. The heuristic task.

At the WTO conference in Lisbon on the results of the study "Tourism 2020 Vision" five promising tourism destinations of the 21st century were proclaimed, one of which is adventure tourism. In the world there are fewer and fewer regions which remain unexplored by tourists.

The true romantics are attracted by the farthest places of the Earth, mountain peaks and sea depths. New travel needs require the development of the appropriate tourism product.

One of the most important factors that affect the development of both domestic and international tourism is the welfare of the population. There is a clear link between the trends of tourism development, economic development and personal incomes. Tourism market is very sensitive to changes in the economy. With stable prices, the growth in personal consumption by 2.5 % increases the expenditures on tourism by 4 % and the growth in personal consumption by 5 % increases the expenditures on tourism by 10 %.

The main macroindicator forecast of economic and social development of Ukraine in 2015, 2016 and 2017 in the edition of the resolution of the Cabinet of Ministers of Ukraine No. 76 dated February 14, 2015 is presented in Table 1. Taking into account the data presented, explain conditions and opportunities for the development of the adventure tourism in Ukraine. What types of tours of the adventure tourism will be in demand among the citizens of Ukraine?

Table 1

**The main macroindicator forecast of economic and social development
of Ukraine in 2015, 2016 and 2017**

Indicator	2015			2016			2017		
	1	2	3	1	2	3	1	2	3
Gross domestic product:									
nominal, billion UAH	1 850.2	1 831	1 793.3	2 106.1	2 080.4	1 972	2 365.1	2 359.7	2 169.2
% before the previous year	94.5	91.4	88.1	102	97.5	93	103.5	101	97
The consumer price index:									
On average before the previous year, %	133.5	137.4	140.1	111.3	121.7	124.8	107.8	111.3	112
December to December of the previous year, %	126.7	138.1	142.8	109	114.4	116.4	107.7	108.9	109.7
The producer price index of industrial products (December to December of the previous year), %	126.5	131.9	133.5	112	117	118.1	109.4	110.5	111
Average monthly salary of employees, gross:									
Nominal, UAH	3 990	3 947	3 831	4 482	4 420	4 208	4 981	4 946	4 567
Nominal, adjusted to the consumer price index, % before the previous year	86	82.6	78.7	100.9	92	88	103.1	100.6	96.9
The number of people employed in economic activities at the age of 15 – 70 years, million people	17.93	17.81	17.67	17.97	17.89	17.74	18.02	17.97	17.82
The unemployment rate of the population aged 15 – 70 years, % of the economically active population of the appropriate age	10.2	10.8	11.5	9.9	10.3	11	9.5	9.7	10.5
Labour productivity, % before the previous year	95.4	92.9	90.2	101.8	97.1	92.6	103.2	100.6	96.6
Trade balance, defined by the methodology of the balance of payments, million US dollars	-2 190	-1 704	-564	-2 683	-1 904	-398	-3 065	-2 242	-216

Validated at the Department of Tourism meeting, minutes No. ____ of

Head of the Department of Tourism _____

Examiner _____

The maximum number of points for the exam is made up of the points for the fulfillment of all the tasks rounded to the nearest whole number according to the rules of mathematics.

The algorithm of solving each task includes definite stages which differ in complexity, labour intensity and the task value. Therefore, the individual tasks and stages of implementation are evaluated separately in the following way:

The criteria for evaluation of the examination paper.

The total time to complete the examination tasks is 3 academic hours.

An examination paper consists of four parts (four types of tasks), each of which is assessed separately, and the sum of the results is the overall evaluation of the knowledge of the academic discipline. In the case of fractional amounts, the rounding shall be done in favor of the student. The maximum number of points for all the tasks is 40.

The first task is theoretical. It includes 1 theoretical question. The maximum for the task is 8 points. A student receives 5 – 8 points if the answer reflects the student's ability to learn, understand and reproduce the material, and the theoretical explanation of the question is illustrated by the practical examples and real data. A student gets 1 – 4 points if he/she makes bad mistakes, gives an incomplete and not entirely reasonable answer. A student does not get any points if he/she cannot build a logical answer and demonstrate his knowledge of the issues.

The second task is situational. On the basis of the obtained knowledge and skills during the classroom and self-study, a student should offer a solution to the situation presented in the problem. The answer should be clearly stated and justified. The task is considered to be fulfilled if the student has not only answered the question, but has also explained his/her answer in detail. For a complete answer a student gets 10 points. 5 – 8 points are given if the answer was incomplete or some mistakes were made. A student gets 1 – 4 points if he/she makes bad mistakes, gives an incomplete and not entirely reasonable answer. A student does not get any points if he/she

cannot build a logical answer and demonstrate his/her knowledge of the issues.

The third task is diagnostic. It aims to assess the student's knowledge regarding contractual relations in the sphere of tourist activities. The task is considered to be fulfilled if the student has filled in correctly all the missing information to the tourist contract and justified his/her answer in detail. The maximum for the task is 10 points. 5 – 8 points are given if the answer was incomplete or some mistakes were made. A student gets 1 – 4 points if he/she makes bad mistakes, gives an incomplete and not entirely reasonable answer. A student does not get any points if he/she cannot build a logical answer and demonstrate his/her knowledge of the issues.

The fourth task is heuristic. The task is designed to evaluate the student's creative abilities to study and analyze conditions and possibilities of development of the perspective types of tourism in Ukraine. The assignment involves the analysis of real macroeconomic indicators of economic and social development, the prospects of the tourism industry and an offer of his/her own solutions. The highest score implies a thorough analysis of the situation, justified conclusions and additional references (with comparisons and juxtapositions, the awareness of the general state of affairs in the area of study, a high general level of erudition of the student, the ability to synthesize knowledge from related disciplines). The maximum for the task is 12 points. A student receives 6 – 10 points if the answer was incomplete or some mistakes were made. A student gets 1 – 5 points if he/she makes bad mistakes, gives an incomplete or not entirely reasonable answer. A student does not get any points if he/she cannot build a logical answer and demonstrate his/her knowledge of the issues. The final mark for the academic discipline based on the principles of transference of university characteristics of students' progress into the system of the ECTS scale is converted into the final ECTS figure.

11. Distribution of Points That Students Receive

The system of evaluation of professional competences formed by students is given in Table 11.1.

Table 11.1

**The system of evaluation of professional competences
formed by students**

Professional competences	Week	Hours	Methods and forms of study	Competence level				
				Forms of control	Max. mark			
1	2	3	4	5	6			
Module 1								
The terms and principles of the travel company functioning in the market of Ukraine								
Knowledge, abilities and skills concerning the provision of a travel company activity	The ability to define the terms of setting up and functioning of the travel companies of Ukraine	1	Class	2	Lecture	<i>Theme 1.</i> The terms of setting up and functioning of a travel company	Lecture work	1
			Class	2	Practical study	A seminar-discussion. Practical tasks. Presentations of reports on the given topic	Active participation in the analysis of the practical tasks and discussion	3
			Self-study	8	Self-study	Search, selection and review of literature sources. Study of the discourse	Checking of the home tasks, recitation on the material studied	2
Knowledge, abilities and skills concerning the provision of a travel company activity	The ability to define the technology of the tourism product creation and its assortment formation	2 – 3	Class	2	Lecture	<i>Theme 2.</i> The technology of the tourism product creation and assortment formation	Lecture work	1
			Class	4	Practical study	A seminar-discussion. Practical tasks. Presentations of reports on the given topic. A test paper	Active participation in the analysis of the practical tasks and discussion	11
			Self-study	8	Self-study	Search, selection and review of literature sources. Fulfillment of practical tasks	Checking of the home tasks, recitation on the material studied	2
	The ability to plan the tourist travel programs and organize the tourist services	4 – 5	Class	4	Lecture	<i>Theme 3.</i> The principles of tourist travel program formation and provision of tourist services	Lecture work	1
			Class	4	Practical study	A seminar-discussion. Practical tasks. Presentations of reports on the given topic	Active participation in the analysis	11
			Self-study	8	Self-study	Search, selection and review of literature sources. Fulfillment of practical tasks	Checking the home tasks, recitation on the material studied	2

Table 11.1 (continuation)

1	2	3	4		5	6						
Module 2. Organization of transport services and transportation												
Knowledge, abilities and skills concerning the technology of the transport services provided to tourists and analyses of the passenger market	Determination of the general principles of organization of the transport services provided to tourists	6 – 7	Class	2	Lecture	<i>Theme 4.</i> The general principles of organization of transport services in tourism	Lecture work	1				
			Class	4	Practical study	A seminar-discussion. Practical tasks. Presentations of reports on the given topic. A test paper	Active participation in the analysis of the practical tasks and discussion	11				
			Self-study	9	Self-study	Search, selection and review of literature sources. Fulfillment of practical tasks	Checking the home tasks, recitation on the material studied	2				
		Knowledge, abilities and skills concerning the technology of the transport services provided to tourists and analyses of the passenger market	Determination of the terms of the air transport services provided to tourists	8 – 9	Class	2	Lecture	<i>Theme 5.</i> The air transport services provided to tourists	Lecture work	1		
					Class	4	Practical study	A seminar-discussion. Practical tasks. Presentations of reports on the given topic	Active participation in the analysis of the practical tasks and discussion	11		
					Self-study	9	Self-study	Search, selection and review of literature sources. Fulfillment of practical tasks	Checking the home tasks, recitation on the material studied	2		
				Knowledge, abilities and skills concerning the technology of the transport services provided to tourists and analyses of the passenger market	Determination of the terms of the railway and bus services provided to tourists	10 – 11	Class	2	Lecture	<i>Theme 6.</i> The railway and bus services provided to tourists	Lecture work	1
							Class	4	Practical study	A seminar-discussion. Practical tasks. Presentations of reports on the given topic. A test paper	Final academic assessment	11
							Self-study	9	Self-study	Search, selection and review of literature sources. Fulfillment of practical tasks	Checking the home tasks, recitation on the material studied	2
Knowledge, abilities and skills concerning the technology of the transport services provided to tourists and analyses of the passenger market	Determination of the terms of the sea and river transport services provided to tourists					12 – 13	Class	4	Lecture	<i>Theme 7.</i> The sea and river transport services and cruising provided to tourists	Lecture work	1
							Class	4	Practical study	A seminar-discussion. Practical tasks. Presentations of reports on the given topic. A test paper	Final academic assessment	19
							Self-study	9	Self-study	Search, selection and review of literature sources. Fulfillment of practical tasks	Checking the home tasks, recitation on the material studied	2
		Scientific work				Participation in the Olympiads, competitions, writing a scientific paper						

Table 11.1 (continuation)

1	2	3	4		5	6		
Examination period	14 – 15	Class	Test	Fulfillment of practical tasks	Final academic assessment			
		Self-study	Preparation for the test	Review of the material studied				
Sum total		108	Total points			100		
Module 3								
Tourist formalities and technology of organization of the tourist travel programs								
Knowledge, abilities and skills concerning the observance of tourist formalities	The ability to fulfill all types tourist formalities, solve the problems concerning the observance of tourist formalities	16	Class	4	Lecture	<i>Theme 8.</i> The types of tourist formalities. The passport and visa formalities	Lecture work	1
			Class	4	Practical study	A seminar-discussion. Practical tasks. Presentations of reports on the given topic	Active participation in the analysis of the practical tasks and discussion	4
			Self-study	2	Self-study	Search, selection and review of literature sources. Fulfillment of practical tasks	Checking the home tasks, recitation on the material studied	2
		17	Class	4	Lecture	<i>Theme 9.</i> Customs, currency and health tourism formalities	Lecture work	1
			Class	4	Practical study	Seminar-discussion. Practical tasks. Presentations of reports on the given topic	Active participation in the analysis of the practical tasks and discussion	6
			Self-study	2	Self-study	Search, selection and review of literature sources. Fulfillment of practical tasks	Checking the home tasks, recitation on the material studied	2
Module 4								
The technology of organization and conditions of a tourist travel								
Knowledge, abilities and skills as to the organization and implementation of tourist travels	The ability apply the contemporary booking and reservation technologies to practice	18	Class	4	Lecture	<i>Theme 10.</i> Security and insurance in tourism	Lecture work	1
			Class	4	Practical study	A seminar-discussion. Practical tasks. Presentations of reports on the given topic	Active participation in the analysis of the practical tasks and discussion	6
			Self-study	2	Self-study	Search, selection and review of literature sources. Fulfillment of practical tasks	Checking the home tasks, recitation on the material studied	2
		19	Class	4	Lecture	<i>Theme 11.</i> Travel documents, the procedure and rules of their registration	Lecture work	1

Table 11.1 (the end)

1	2	3	4		5	6
			4	Practical study A seminar-discussion. Practical tasks. Presentations of reports on the given topic	Active participation in the analysis of the practical tasks and discussion	4
		Self-study	2	Self-study Search, selection and review of literature sources. Fulfillment of practical tasks	Checking the home tasks, recitation on the material studied	2
Knowledge, abilities and skills as to the organization and implementation of tourist travels	The ability to provide high quality tourism service and to know the procedure of reimbursement in the case of a low quality service	20	4	Lecture <i>Theme 12. Reservation and booking of tourist services</i>	Lecture work	1
			4	Practical study A seminar-discussion. Practical tasks. Presentations of reports on the given topic. A test paper	Active participation in the analysis of the practical tasks and discussion	4
			2	Self-study Search, selection and review of literature sources. Fulfillment of practical tasks	Checking the home tasks, recitation on the material studied	2
		21	4	Lecture <i>Theme 13. Organization of tourist services and settlement of claims in tourism</i>	Lecture work	1
			4	Practical study A seminar-discussion. Practical tasks. Presentations of reports on the given topic. A test paper	Active participation in the analysis of the practical tasks and discussion	7
			4	Self-study Search, selection and review of literature sources. Fulfillment of practical tasks	Checking the home tasks, recitation on the material studied	2
		22 – 23	2	Preparation for the examination Fulfillment of practical tasks	Final academic assessment	40
		Class	4	Examination Completion of the examination paper		
		Self-study	4	Preparation for an examination Review of the material studied		
Sum total		108	Total points			100
					<i>including</i>	
					<i>current control</i>	60
					<i>final control</i>	40

Distribution of points for the themes studied is represented in Table 11.2.

Table 11.2

Distribution of points for the themes studied

Theme		Lectures	Practical (seminar) studies	Work during practical lessons	Presentation (report)	Individual interrogation	Competence-oriented tasks	Written test papers	Scientific work	Colloquium / Examination	Total
Module 1	<i>Theme 1.</i> The terms of setting up and functioning of a travel company	1	1	2	2	–	–	–	–	–	6
	<i>Theme 2.</i> The technology of the tourism product creation and assortment formation	1	1	2	–	2	–	–	–	–	6
			1	2	2	–	–	3	–	–	8
	<i>Theme 3.</i> The principles of tourist travel program formation and provision of tourist services	1	1	2	–	2	3	–	–	–	9
1		1	2	2	–	–	–	–	–	6	
Module 2	<i>Theme 4.</i> The general principles of organization of transport services in tourism	1	1	2	–	2	–	3	–	–	9
		–	1	2	2	–	–	–	–	–	5
	<i>Theme 5.</i> The air transport services provided to tourists	1	1	2	–	2	–	–	–	–	6
		–	1	2	2	–	3	–	–	–	8
	<i>Theme 6.</i> The railway and bus services provided to tourists	1	1	2	–	2	–	–	–	–	6
		–	1	2	2	–	–	3	–	–	8
<i>Theme 7.</i> The sea and river transport services and cruising provided to tourists	1	1	2	–	2	3	–	–	–	9	
	1	1	2	–	–	–	–	–	10	14	
Module control		9	13	26	12	12	9	9	–	10	100
Module 3	<i>Theme 8.</i> The types of tourist formalities. The passport and visa formalities	1	1	1	–	1	–	–	–	–	4
		1	1	1	1	–	–	–	–	–	4
	<i>Theme 9.</i> Customs, currency and health tourism formalities	1	1	1	–	1	–	–	–	–	4
		1	1	1	1	–	–	2	–	–	6
Module 4	<i>Theme 10.</i> Security and insurance in tourism	1	1	1	–	1	–	–	–	–	4
		1	1	1	1	–	2	–	–	–	6
	<i>Theme 11.</i> Travel documents, the procedure and rules of their registration	1	1	1	–	1	–	–	–	–	4
		1	1	1	1	–	–	–	–	–	4
	<i>Theme 12.</i> Reservation and booking of tourist services	1	1	1	–	1	–	–	–	–	4
		1	1	1	1	–	–	–	–	–	4
<i>Theme 13.</i> Organization of tourist services and settlement of claims in tourism	1	1	1	–	–	–	3	–	–	6	
	1	1	1	–	–	2	–	–	–	5	
Control	22 – 23 weeks	–	–	–	–	–	–	–	–	40	40
Scientific work		–	–	–	–	–	–	–	5	–	5
Sum total		12	12	12	5	5	4	5	5	40	100

The maximal points per week that a student can accumulate according to the forms and methods of study are given in Table 11.3.

Table 11.3

Maximal points per week

Theme		Week	Lectures	Practical (seminar) studies	Work during practical lessons	Presentation (report)	Individual interrogation	Competence oriented tasks	Written test papers	Scientific work	Colloquium / Examination	Total
Module 1	<i>Theme 1</i>	1	1	1	2	2	–	–	–	–	–	6
	<i>Theme 2</i>	2	1	1	2	–	2	–	–	–	–	6
		3	–	1	2	2	–	–	3	–	–	8
	<i>Theme 3</i>	4	1	1	2	–	2	3	–	–	–	9
5		1	1	2	2	–	–	–	–	–	6	
Module 2	<i>Theme 4</i>	6	1	1	2	–	2	–	3	–	–	9
		7	–	1	2	2	–	–	–	–	–	5
	<i>Theme 5</i>	8	1	1	2	–	2	–	–	–	–	6
		9	–	1	2	2	–	3	–	–	–	8
	<i>Theme 6</i>	10	1	1	2	–	2	–	–	–	–	6
		11	–	1	2	2	–	–	3	–	–	8
	<i>Theme 7</i>	12	1	1	2	–	2	3	–	–	–	9
		13	1	1	2	–	–	–	–	–	10	14
Control		14 – 15	9	13	26	12	12	9	9	–	10	100
Module 3	<i>Theme 8</i>	16	2	2	2	1	1	–	–	–	–	8
	<i>Theme 9</i>	17	2	2	2	1	1	–	2	–	–	10
Module 4	<i>Theme 10</i>	18	2	2	2	1	1	2	–	–	–	10
	<i>Theme 11</i>	19	2	2	2	1	1	–	–	–	–	8
	<i>Theme 12</i>	20	2	2	2	1	1	–	–	–	–	8
	<i>Theme 13</i>	21	2	2	2	–	–	2	3	–	–	11
Control		36 – 37	–	–	–	–	–	–	–	–	–	40
Scientific work			–	–	–	–	–	–	–	5	–	5
Sum total			12	12	12	5	5	4	5	5	40	100

The final mark for the academic discipline is converted into the final ECTS mark based on the principles of transference of university characteristics of students' progress into the system of the ECTS scale (Table 11.4).

The marks of the ECTS scale are entered into the student's record book, student's individual curriculum and other academic documents.

**Transference of university characteristics of students' progress
into the ECTS scale**

The points for all types of educational activity	ECTS scale	The assessment according to the national scale and the university scale	
		Examination, term paper, practice	Test
90 – 100	A	excellent	passed
82 – 89	B	good	
74 – 81	C		
64 – 73	D	satisfactory	
60 – 63	E		
35 – 59	FX	unsatisfactory	failed

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Appendices

Appendix A
Table A.1

The structure of professional competences on the academic discipline "Organization of Tourism (Organization of Tourist Travels)" according to the National Qualifications Framework of Ukraine

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Elements of the competence	Minimal experience	Knowledge	Skills	Communication	Autonomy and responsibility
1	2	3	4	5	6
Theme 1. The terms of setting up and functioning of a travel company					
To define the basic stages of the process of setting up a travel company	The content of the notions "organizational and legal forms", "tour operator and travel agency activity of enterprises"	Knowledge of the content of contractual relations and partnership relations of travel enterprises	To identify the basic terms of the travel enterprise functioning	To effectively estimate and apply the contractual relations in the tourism product development and implementation	Responsibility for the accuracy of processing the tourist voucher
Theme 2. The technology of the tourism product creation and assortment formation					
To define the notion and structure of the tourism product	Organization of the development and competitiveness of the tourism product	Knowledge of the tourism market and organization of the tourism product promotion	To develop the packaged tour and identify additional tourism and excursion services	To present the results of quality and competitiveness analyses of the tourism product	Responsibility for accuracy and precision when defining the pricing strategy of the tourism product
Theme 3. The principles of tourist travel programs formation and provision of the tourist services					
To define the technology and process of selling a tourism product	To characterize the principles of the tourist travel program formation	Knowledge of the main rules and order of the tourist travel program formation	To define the basic classifications of insurance	To present the peculiarities of the tourist travel programs in accordance with the types of tourism, resort infrastructure and place of the main accommodation	Responsibility for accuracy and precision of the analyses of the travel company's proposition in comparison with the main rivals

Table A.1 (continuation)

1	2	3	4	5	6
Theme 4. The general principles of organization of transport services in tourism					
To define the content of the transport services and travels by different means of transport	To characterize the type of the itinerary, the mode of transport, travel duration	Knowledge of the classification criteria of transport travels	To perform the analyses of the activity of international organizations on the issues of safety and security	To present the statistical results of the transport facilities usage in tourism	To make independent decisions as to advantages and disadvantages of different modes of transport
Theme 5. The air transport services provided to tourists					
To define the content of the air transportation	Characteristics of the international air transport	Knowledge of the basic characteristics of the international and Ukrainian air market	To analyze the types of relations between airlines and travel companies	To present the results of the services provided by the air companies	To make independent decisions as to the basic tariffs and classes of the service provided by the air companies
Theme 6. The railway and bus services provided to tourists					
To define the system of passenger transportation and organization of bus travels	Characteristics of the peculiarities of travels by bus and train	Knowledge of the service rules on the trains of the "Euro-Night" class and organization of special tourist trains	To analyze progressive technologies of tourist and passenger service travelling by bus and train	To present the results of economic efficiency of the travels' cost calculations	To make independent decisions as to the problem solving while crossing the boarder
Theme 7. The sea and river transport services and cruising provided to tourists					
To define the notions of the river and sea cruising	Characteristics of the main cruising river and sea itineraries	Knowledge of the terms and order of special passenger ship functioning	To define the conditions of special passenger ship functioning	To present the results of organization of various type and content itineraries while using the water transport	To make decisions as to the terms and conditions of usage of nontraditional types of water transportation

Table A.1 (continuation)

1	2	3	4	5	6
Theme 8. The types of tourist formalities. The passport and visa formalities					
The ability to perform passport and visa tourism formalities	The content of the passport and visa tourism formalities and their classification. Types of passports and terms of their issuance	Knowledge of the performance of the passport and visa tourism formalities and peculiarities of crossing the border by tourists with the aim of tourism	To identify the key problems arising while dealing with tourism formalities	To shape effective communication strategy	Responsibility for accurate identification of problems arising while dealing with tourism formalities
Theme 9. Customs, currency and health tourism formalities					
The ability to perform customs, currency and health tourist formalities	The content of the customs, currency and health tourist formalities and their classification	Knowledge of the order of the customs, currency and health tourist formalities and their peculiarities while servicing tourist groups	To identify the key problems while dealing with the customs, currency and health tourist formalities	To shape effective communication strategy	Responsibility for accurate identification of problems arising while dealing with tourism formalities
Theme 10. Security and insurance in tourism					
Skills in the insurance technologies in the sphere of tourism and safety and security arrangements during travelling	Legislative norms and rules that regulate the issues of safety and security during the tourist travels in Ukraine	Knowledge of the behavior rules and tourists' responsibilities during the tourist travels	To make an insurance contract	The basics of cooperation in force majeure situations	To make effective independent decisions as to rendering aid in force majeure situations
Theme 11. Travel documents, the procedure and rules of their registration					
Skills in processing tourist documents	The types of agreements in tourism and the order of processing	Knowledge of the rules of processing, conditions of changes or cancellation of agreements for travel services and travel vouchers	To make contracts for travel services	To shape effective communication strategy	To make effective managerial decisions and to be responsible for the reliability and accuracy of the results

1	2	3	4	5	6
Theme 12. Reservation and booking of travel services					
Skills in the technology of booking and reservation in the tourism sphere	Peculiarities of booking and reservation in tourism	Knowledge of the main stages and modern technologies of booking and reservation in tourism	Booking and reservation of travel services and compliance with the technology of the booking process	To shape effective communication strategy	To make bookings and reservations independently with the use of modern technologies and means
Theme 13. Organization of tourist services and settlement of claims in tourism					
The ability to organize, record and control travel services, the ability to define tourists' rights and abilities	The processes of organization, recording and control of travel services. The main rights and responsibilities of tourists	Knowledge of organization, recording, accounting and control of travel services, the order of reimbursement in the case of a low quality service	The process of reimbursement in the case of a low quality service	The ability to cooperate in the process of organization of tourist services and settlement of claims	To make decisions concerning the settlement of claims in the case of a low quality service

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НАВЧАЛЬНЕ ВИДАННЯ

ОРГАНІЗАЦІЯ ТУРИЗМУ (ОРГАНІЗАЦІЯ ТУРИСТИЧНИХ ПОДОРОЖЕЙ)

**Робоча програма
для студентів спеціальності
242 "Туризм"
першого (бакалаврського) рівня
(англ. мовою)**

Самостійне електронне текстове мережеве видання

Укладачі: **Ахмедова** Олена Олегівна
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Подано тематичний план навчальної дисципліни та її зміст за модулями й темами. Викладено плани лекцій, практичних та семінарських занять, матеріали для закріплення знань (завдання для самостійної роботи, контрольні запитання), критерії оцінювання знань студентів, професійні компетентності, якими повинен володіти студент після вивчення дисципліни.

Рекомендовано для студентів спеціальності 242 "Туризм" першого (бакалаврського) рівня.

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