

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

**Guidelines for drawing up graduation theses
for full-time students of training direction
6.140103 "Tourism"**

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General requirements for writing and defence of a diploma work are stated. The structure of the work, its content, order of defence, and the basic rules of design are approved.

Recommended for full-time students of training direction 6.140103 "Tourism".

Визначено загальні вимоги до написання й захисту дипломної роботи. Затверджено структуру роботи, її зміст, порядок захисту та основні правила оформлення.

Рекомендовано для студентів напряму підготовки 6.140103 "Туризм" денної форми навчання.

Introduction

Writing a thesis and defending it at the State Examining Board meeting is a test of specialist training for professional careers in the chosen speciality, the ability to analyse problems independently in a particular branch of science, develop the necessary recommendations.

A thesis is a creative, independent work that formulates and substantiates the scientific position on the basis of the student's researches, the totality of which can be classified as a new idea or theoretical substantiation of a problem. A thesis must involve scientific and applied researches. A student should use a full range of knowledge and practical skills acquired in training.

The Law of Ukraine "On Higher Education" defines its essence as stipulated goals and needs of society; a system of knowledge, skills, professional, philosophical and civic qualities that should be formed in the process of learning as regards society, science, engineering, technology, culture and art [1].

A thesis of a graduate student of Simon Kuznets Kharkiv National University of Economics confirms his/her competencies that meet the state requirements in higher education and the mastery of skills necessary for future careers. The structure and content of the thesis are determined by the characteristics of each set of the academic qualification, the tasks of activities that a graduate student for a certain degree should be able to carry out.

The academic qualification is determined by the Higher Education Act as a characteristic of higher education in terms of the gained knowledge, formation of skills and abilities of a person to perform his/her tasks and responsibilities (works) at a certain level of professional activity.

Therefore, when developing objectives for a graduation work, the professional requirements should be taken into account, such as those set by a potential employer to the educational level, the practical applicability of the obtained research findings, the relevance of solving theoretical problems for modern economy and, consequently, the ability of a graduate to understand the current situation and trends in the market and perform the appropriate tasks.

1. The purpose and tasks of the thesis

The thesis must show the ability of a student to use theoretical knowledge acquired in learning, practical skills at solving specific problems in the tourist industry;

analyse scientific and other sources;

synthesise materials and apply modern methodology of research to solving a particular problem;

use the justified statistical and graphical material, domestic and international experience in this regard;

be able to make independent optimal decisions on management challenges in today's environment, including the use of computer technology.

The purpose of writing a thesis is to consolidate and expand the obtained knowledge by solving topical problems in the tourism sphere or in the organisation of tourist enterprises, to develop practical skills, to apply the acquired theoretical knowledge to practice, to form the ability to conduct independent researches into complex issues related to a specific aspect of work.

To achieve this goal, students need to fulfil the following tasks:

choose the subject of the thesis and justify its relevance, study and summarize the legal base of Ukraine, legal and instructional materials, literature and other sources of the studied problem;

collect practical materials for the selected research topics in a specific institution (organisation) or a travel company;

consider the theoretical aspects of the topic of research;

perform an analysis of the selected problems and suggest ways to solve them;

develop specific measures, a set of which should be a solution to the problems stated in the thesis;

draw appropriate conclusions;

formalise developments as a thesis;

defend the thesis.

Subjects of the theses are developed, reviewed and approved at the Department of Tourism meeting. The list of students' diploma topics is announced each year. Students choose a theme from the list, but can also offer their own ones with the necessity substantiation.

First of all, a student is recommended to choose a thesis topic that meets the speciality for which he/she qualifies. When choosing a thesis topic, the place of practice must also be taken into account.

The main criterion for choosing a thesis topic is the scientific and practical interest of a student. This primarily applies to students who worked more than one time specifically on similar themes, including term papers and individual research works, published articles in professional journals, participated in the work of students' clubs, competed in scientific contests or were employed on a regular basis in the research sector.

Several students can perform theses on the same theme if the object of study or the range of issues are different. These differences should be specified in the task of the thesis.

2. Organisation of work on the graduation thesis

A student begins working on the thesis with choosing a theme and setting tasks for its performance, detailing particular sections, terms and other conditions at the department. A plan and a framework of a thesis should be made at this stage, materials necessary for the common features analysis and the scientific study of the research object should be gathered.

The completed thesis must be submitted to the scientific advisor no later than two weeks before the compliance assessment and must be completed two weeks before the defence including the review of the scientific advisor, an external review and a reference letter from the practice instructor for passing the compliance assessment, and must be bound up and submitted to the Head of the department one week before the defence.

The compliance assessment results are certified by the signature of a responsible person on the last page of the reference list, comments are logged in the thesis quality control register. The bound thesis with the signatures of the scientific supervisor, reviewer, and consultant (if any) on the title page is given to the Head of the department for signing. Documents issued by external entities must be stamped by the relevant authorities. Annexes that were not included in the stitched work, are enclosed in an envelope attached to the inside of the hardcover. The graphic material and supporting documents after signing the thesis by the Head of the department are left for the student till the defence.

3. Requirements to the thesis structure and content

A thesis is a complete scientific and practical research which assumes the following elements of a scientific research: practical significance, a comprehensive systematic approach to solving the problems of the research, use of scientific methods of knowledge, elements of creativity.

The practical significance of the thesis is proved according to the existing problems of the research object, based on its actual data for a number of years, the results of which on the whole or in part can be implemented in practice at the research object or similar objects after the defence.

An integrated systems approach to the theme of the work means that the subject of the study is observed in different terms – from the standpoint of the theoretical background and practical developments of solving the problem, analysis, substantiation of improvement methods, efficiency study in close relationship with research methods and a single logic presentation.

The application of modern methodology means that the student should be familiar with modern concepts of the world economic thought, implement methods of scientific knowledge and methodology of research in the process of review of theoretical sources, analysis of tourist activity and study the ways of improvement of certain aspects of the subject.

When writing a thesis, along with the theoretical knowledge and practical skills for a degree, a student must demonstrate the ability to conduct research work and think creatively, learn to fulfil scientific and applied current tasks. The thesis should contain, as a rule, the results of the student's previous studies performed in the course of writing term papers and completing other research projects. Original propositions and problem-solving research are the main criteria for assessing the quality of a work.

A scientific research is carried out according to the following logic chain: substantiation of the relevance of the chosen topic, defining the goal and specific objectives, the choice of the object and subject of the research, selection of basic techniques and methods of study, discussing the preliminary results, drawing conclusions and evaluation of the results. The work includes the following elements (in order of their location in the paper):

- | | |
|---------------------------|--|
| 1) the title page; | 4) the contents; |
| 2) the typical task form; | 5) the introduction; |
| 3) the submission paper; | 6) the main part (consisting of three sections); |

- | | |
|-------------------------------------|----------------|
| 7) the report on labour protection; | 10) annexes; |
| 8) conclusions; | 11) abstracts; |
| 9) the list of references; | 12) summaries |

These structural elements are compulsory. The thesis is allowed for defence if only signed by the Head of the department.

The title page contains information about the type of work and the topic name, the executor and supervisor (Annex A).

A typical task form of a graduation thesis is placed after the title page (Annex B), **a submission paper** (Annex C) is provided after the typical task form of the graduation thesis.

The table of contents is given on one or more pages. It includes the following items (in the order of mentioning): introduction, names of all the chapters and subsections listed consistently, conclusions, a list of references, annexes with the number of the relevant pages. A sample contents is provided in Annex D.

The title page, the typical task form, the submission paper and the contents are not numbered, but are included in the total numbering.

Introduction is intended to justify the relevance of the thesis theme, state the goal and objectives of the study. The recommended introduction volume is 2 pages of typewritten text.

Introduction must contain the following information:

The relevance of the research theme. The relevance and appropriateness of the work to the development of the specified area of science or production are substantiated through critical analysis and comparison with known solutions to scientific problems. The relevance substantiation should describe the essence of the scientific goal as closely as possible, for example:

"The high degree of globalisation influence on the level of the modern world economy has led to the need to review the areas of research in the field of state regulation. Structural distortions of the national economy make one of the most important issues that need immediate solution. Thus, the theme of the work is relevant."

The contribution of the leading scientists in the research domain. It is necessary to cite a short list of scientists (with reference to their works – items from the list of references in the main text), which are engaged in the mentioned field, for example:

"The issues of development and implementation of state support programmes for certain regions and industries were studied by such scholars

as V. Heets, V. Horbatov, M. Dolishniy, Y. Zhalilo, M. Kyzym, T. Klebanova, O. Rayevneva, O. Tyshchenko, M. Chumatchenko."

The purpose and tasks of the research. The purpose defines the prevailing idea, which anyway is to be disclosed by the executor. The tasks to be fulfilled to achieve this goal determine the stages of the research. Each chapter should include 2 – 3 tasks that define the basic subsections content, for example:

"The purpose of the diploma thesis is the analysis of international cooperation of Ukraine in the field of tourism. To achieve this goal the following tasks must be performed:

to define the features of state regulation of the national tourism industry in Ukraine and abroad as a major factor of international cooperation;

to elicit the aspects of international cooperation in the field of tourism and tourist activities of major international organisations;

to analyse the environment of activities of the Department of Foreign Economic Relations and International Cooperation of the Kharkiv Regional State Administration;

to assess public financing of foreign trade and international cooperation in the field of tourism;

to consider the peculiarities of the rural green tourism in Ukraine and Kharkiv region as one of the possible areas of foreign investment;

to develop the concept of green tourism in Kharkiv region."

The object of the research is the process or phenomenon that gives rise to the problem situation and is chosen for the study.

The subject of the research details the functions of the management process or phenomenon that the object contains.

The object and subject of the research as categories of the scientific process relate to each other as total and partial. The part which is singled out from the object is the subject of the research which focuses the student's attention and identifies the diploma theme, for example:

"The object is the process of the state support of the tourism industry in Ukraine considering the interests and peculiarities of functioning of the global tourist market.

The subject of the research is theoretical, methodological and practical aspects of the implementation of the national tourism development policy in Ukraine."

Research methods. The research methods which were used to achieve the aim of the study are to be listed. They must be described without isolation from the work content, but shortly and factually, determining what was investigated by this or that method, for example:

"The theoretical and methodological bases of the research are the principles of the modern theory of government regulation, papers of domestic and foreign scholars on public policy and regulation of the tourism industry, conference papers, legislation and normative documents.

The following general scientific and special methods were used in the research: structural and comparative analysis – to clarify the categorical apparatus; historical and logical analysis – to identify the major contradictions of formation of the modern model of governmental relations under the influence of globalisation and regionalisation; monographic analysis – to improve periodisation of the global tourism industry; the method of statistical analysis – to study the state of the tourism industry in the world, Ukraine and some regions; the graphical method – to represent the structural imbalances of international tourism in Ukraine and in the world, develop the organisational structure of the analytical information and the tourist centre; the method of expert evaluation – to identify the key success factors and barriers for tourist infrastructure development; cluster analysis – in the process of evaluating of socio-economic impact of the tourism industry in the regions of the world and Ukraine; analysis and synthesis – to determine the data flow in the structure of the investment map of Kharkiv region."

The informational background of the research. A brief description of the sources to which the author addressed in the process of writing the thesis is given, for example:

"When writing a diploma thesis, monographs, textbooks, articles in scientific journals, legal documents, conference proceedings, reports of international organisations, the Internet data were used. The information base for the study is the statistical information of the World Tourism Organisation, the World Council of Travel & Tourism, the State Statistics Service of Ukraine and the Central Statistics Office in Kharkiv region."

Scientific novelty of the findings (for a specialist's and master's degree). A brief synopsis of new research positions (solutions) offered individually by the student is presented. It should show the difference between the findings obtained from the ones known before, for example:

"The scientific novelty is expanding the features of the historical and cultural tourism in the revival of the cultural heritage and improvement of its classification."

The practical significance of the findings lists the information about the practical application of the findings and recommendations for their use. It describes briefly the major theoretical or applied performance (guidance on specific areas of the research subject or an aspect of the object of the research, models, amendments to the effective legislation, etc.), identifies possible areas of implementation and their impact on the problem to be solved in this work, as: "The State Programme of the Rural Green Tourism in Kharkiv region suggested by the author can be used by public authorities and local governments to expand and improve international cooperation in the field of tourism".

Testing performance and publication. If publication of the findings of the previous research that formed the basis of the thesis was performed, this part provides information about the scientific and practical conferences, seminars, meetings, in which the author participated, as well as indicates the availability of publications in scientific journals, collections of scientific papers, conference theses and materials, seminars and so on, for example:

"The author published three scientific articles related to the research. The main achievements are: the segmentation of the countries according to the indicators of major rating systems [15], the identification of areas of cooperation in the field of restoration and use of the world heritage in Ukraine [23], the analysis of the main indicators of eastern regions of Ukraine, planning the stages of tourism development in the region [37]".

4. Requirements to the content of chapters of a graduation thesis

The theoretical part of the thesis must contain 3 – 4 subsections and include the following logical parts:

the historical background of the phenomenon, process, type of activity, its influence on the current state of the object;

analysis and synthesis of theoretical principles according to the subject and object of the research, a description of certain aspects that, in the author's view, require further development and improvement;

a review of the legal documents that govern relations between the entities of the defined branch; it is obligatory to cite the national and international sources of law;

world experience of the tourist industry on the example of several foreign countries, the advantages and disadvantages of selected models, their application in Ukraine;

characteristics of the national market of tourist services in the context of the research topic, advantages and disadvantages of the system of relations that are now prevailing between consumers and producers of the tourism product, state and local authorities, the business community and civil society organisations, the structure of the distribution channels.

The following sequence is recommended; a student can arbitrarily change the order of logical units and their connection into subsections if required by the specificity of the study area.

Thus, the first chapter of the thesis substantiates the theoretical basis of the selected task (problem) and fulfils its macroeconomic analysis, suggests a literature review, new developments and other information related to the topic.

The literature review outlines the main stages of the development of the scientific thought and practice in accordance with the task (problem). Briefly, highlighting the critical work of predecessors, the author must identify the issues that remain unresolved and thus determine his/her contribution to solving the problem.

The theoretical part is developed based on the study of special literature, normative legal documents and official statistics. The review should reflect the state of the research subject fully and systematically. The information contained in it should make it possible to evaluate the objectivity of the scientific and applied significance of the investigated problem, to choose the means to achieve the goal set in the thesis.

The theoretical section considers the following aspects of the problem: categories, specifications, laws that refer to the theme; indicators, factors, algorithms, formulas, calculations and models, strategic and tactical aspects related to the problem, the degree of scrutiny. It should also define the place of the problem under study in the system of the world economy.

The theoretical and methodological concept of the research subject, the mechanisms of solving the problem posed in the thesis search model are the results of the theoretical section. This model should be of a prevailing nature,

so that its algorithm could be used to analyse the relevant information in the analytical chapter and substantiate recommendations, suggestions and opinions in the project chapter.

The analytical chapter of the thesis should consist of 2 – 3 main subsections and include the following logical parts:

analysis of the statistical data reflecting the functioning of the main trends of tourist activities within the subject area of research at the level of the world market, national and regional economies, problems and prospects for further development of the tourism industry, distinguishing factors that are able to shape the environment of the company – the practice base;

analysis of the company – the practice base. The analysis can be based on the sectional recommendations of the Ministry of Education and Science of Ukraine in the field of practical training for tourism specialities, contain the traditional evaluation schemes of financial and economic performance (included in the content modules of the academic discipline cycles of general economic and professional training), other diagnostic methods, tailored to the specifics of tourist enterprises. It is obligatory to conclude on the effectiveness of the company in general and of its separate divisions, characterise organisational management, financial, marketing and manufacturing parts of its operations, select areas that need improvement.

The purpose of this section is to evaluate the management of administrative, financial and organisational issues that are the subject of the research in terms of enterprises, organisations and institutions, with the definition of positive aspects and disadvantages as well as the development and substantiation of improvement of the described deficiencies.

The analytical part of the thesis must include a general description of the activity of the tourist company which is the basis of the research, qualitative and quantitative analysis of the studied problem-solving in terms of enterprises, organisations and institutions. If the theme of the thesis requires research at the macrolevel, such as regional or global markets, it is advisable to develop a suitable model of analysis of the needs of the tourist company – the practice base.

The following information must be specified when characterising the practice base: its full name, sphere of economic activity, organisational structure, main operations and products (services and/or goods) etc. Then the economic and functional evaluation of its activities is provided based on the financial statements.

This section should also include an analysis of the tax and financial activity. The knowledge base of the research is a balance sheet (Form 1), an income statement (Form 2) and special statement forms for tourism industry (e.g. for operators and agents – forms Tourism-1 and others). An additional advantage is the calculations made with special applications, presentation of graphic material – charts, graphs, flowcharts, etc.

An important part of the analytical and research chapter of the thesis is a comprehensive review and evaluation of the solution of the investigated problems at enterprises, institutions and organisations for the purpose of demonstration of positive aspects and elimination of existing deficiencies.

Students should pay considerable attention to the formulation of conclusions. The importance of this final stage of analysis is proved due to the fact that the obtained findings provide the basis for work at the next stage of the thesis writing – in working out and substantiating recommendations to eliminate the identified deficiencies. Therefore, a student must pay particular attention to the clarity of the preliminary findings of the analysis.

The research component of the chapter should be based on a complex evaluation of the subject and object of the thesis, their state at different times. Thus an important condition is the study of factors determining the state of the object for the project chapter, especially the seasonal factors that are essential for the tourist industry. It is conducted with materials that reflect the changing dynamics of the projected object in multiple prior periods (years, quarters, months) and their impact on the effective functioning of the company – the research base.

The methods of comparative analysis, simulation, mathematical statistics, social researches (surveys, questionnaires) and others are used in the study. Empirical, graphical and other supplementary materials, draft regulations, models, diagrams and structure management solutions, developed techniques etc. can serve as research findings.

The survey findings are to be used in the project chapter for specific proposals and recommendations. A student must demonstrate the ability to conduct researches, apply modern economic, mathematical, statistical and other methods of scientific knowledge, provide scientific and analytical characterisation of new phenomena, and use new knowledge for the specific application of financial and economic activities. The author's own assessment of the identified trends and valid conclusions and proposals for the solution of the problems stated is strictly demanded.

The project chapter of the diploma thesis should consist of 2 major subsections and include the following logical parts:

recommendations on the implementation of innovations, including information technologies, in the activity of an investigated enterprise on the basis of those which have already been used, in another case – the substantiation of automation (if needed) or other innovative methodologies indicating several alternatives;

recommendations for the improvement of a company's activity (or of a separate division, the sphere of operation), indicating the results to be obtained after a certain period of time and the estimated impact and effectiveness of the implemented measures. It should clearly be stated which actions are planned to produce positive results in the short term, and which are intended to improve performance in the long run (i.e. to differentiate measures of operational, tactical and strategic planning). The projects with pre-known low efficiency and those which cannot be implemented at the enterprise for any reason should not be developed.

If necessary, a student may include a third subsection, which refers to the prospects for improving the company environment, i.e. recommendations for local or state authorities concerning the functioning of the tourist industry at a regional or national economy level, with regard to the goal and objectives of the diploma paper.

This section suggests new approaches to solution of the selected problems, based on theoretical synthesis and analysis; theoretical, normative, methodological and practical activities as well as managerial, organisational and economic measures in order to eliminate the identified deficiencies, improve the operation of the respective companies, organisations, institutions or their units. The results of assessing the economic and social efficiency of the project proposals due to the research theme form a mandatory subsection.

The following requirements are common to all the topics. The material is structured in the project chapter as follows:

setting the project goal and objectives with reference to the theoretical and analytical research chapters; substantiation of the study proposals, their content and expected results;

characterisation of the prerequisites for practical implementation of the project proposals, calculation of the necessary financial, material and other

resources and cost-effectiveness of each proposal, combined calculation of the economic efficiency;

project proposals may take the form of models, techniques, project instructions and teaching materials, administrative, economical and organisational, economic and financial, social and financial and other innovative activities and so on;

summarised estimates of economic and financial results of the project as required shall issue guidelines and must be submitted as demonstrational material.

The project chapter can be structured in two ways:

1. Development of a single idea, which is a complex of measures to improve different areas of management and economic activity of the company – the practice base.

2. Provision of multiple events (two or more), linked with the idea of improvement of the subject and object of the research. In this case, a separate measure is aimed at the elimination of specific deficiencies in the activity of a company, organisation or institution, while the system of measures will contribute to the thesis goal.

The structure of the project chapter is determined by the thesis topic and the results of the previous studies.

Labour protection in the industry is a separate chapter which is included (if demanded) in the main text of the work but is not numbered.

Conclusions explain the most important scientific and practical findings obtained in the work containing the resolved issues (problems), their importance to the science and practice of tourism. The summary and recommendations on the scientific and practical use of these findings are formulated then.

Conclusions must focus on the qualitative and quantitative performance indicators, include their reliability, outline the main recommendations due to the developed models and suggestions.

A student summarises the study findings in a logical sequence, formulates conclusions and suggestions for each chapter (subsection) and the thesis on the whole. They should be stated clearly by content and form, be reasoned and correlate with already known scientific and practical developments.

The findings should be displayed as a set of outcomes and regulations, describing its author as an applicant for a particular academic qualification, his/her personal contribution to the theme development.

The list of references is a bibliographic apparatus, which contains bibliographic descriptions of the literature and is placed after the conclusions.

The list of references includes publications (printed and electronic), which were used by the student in the process of writing the thesis and which constitute the information background of the research. Preference should be given to research and official publications, but if necessary journalistic materials can be used. The main sources are: monographs, textbooks and manuals, research papers in periodicals, legal documents, official reports and publications of international organisations, public authorities, including statistical offices, government and industry standards. It should be cleared out that reference to Internet resources is encouraged if the site contains primarily materials that are not questionable, but not the data that cannot be verified for authenticity and authorship. The recommended number of references of different types are given in Table 1.

Table 1

The number of references used in the list

Literary sources by types	% of the total number of items in the list	The number of positions
Monographs	15	8
Textbooks	20	10
Periodicals	20	10
Legal documents, including government and industry standards	20	10
Official reports of organisations, links to statistics	15	8
Other	10	4
Total according to the list	100	50

Of course, it is difficult to adhere strictly to the recommended structure because it depends on the theoretical or practical orientation of work, but it should be remembered that the most complete understanding of the subject area can be obtained only by using information sources that are heterogeneous both in form and geographical location. Thus, the reference to foreign-language sources can significantly complement and, in some cases, refute the information published in national media, provide additional opportunities to highlight the events and developments that are analysed, and develop a methodology based on the latest achievements of the world economic thought. As a consequence, at least 2 – 3 foreign sources must be presented in each group. The concept of an electronic publication and Internet resource

should also be distinguished. For example, a textbook can exist in both printed and electronic form in the open access if the copyright allows this. In this case, it should be attributed to the conditional second group because it is a scientific publication recommended for use in respective institutions. Similarly, scientific articles published in professional journals are considered as periodicals, even if the magazine does not have paper copies because the manuscript is still externally reviewed and only published in the electronic version subject to compliance with generally accepted standards in the scientific community. On the other hand, journalistic articles in periodicals, information posted on the copyright or commercial sites, guidebooks, travel guides, atlases, etc., should be classified as "Other", as the mentioned sources have not officially received the status of research ones and are not of a scientific nature. Most of the leading educational and research institutions, international organisations are now providing the opportunity to use their own databases, but it is difficult to classify them. Despite the availability of electronic databases of national and international law, the proper way is to refer to a paper publication of a document as soon as it is in force. Therefore, when selecting sources, a student has to pay attention primarily to the topicality of the content, its accuracy and impartiality, relevance to the subject of the research .

A bibliographic description of references is made in accordance with the current standards of librarianship and publishing, including the State Standard (DSTU) 7.1:2006 "Bibliographic record. Bibliographic description. General requirements and rules of drawing". The Book Chamber of Ukraine establishes the terms of bibliographic records. Since the new standard provides several options for bibliographic description of certain types of literature, students should focus on those that have been adopted in KhNUE and are used in the design of publications published by the University (details are in section 5 of these guidelines) [2].

Literary sources can be listed either in order of their appearance in the text or in alphabetical order by category (firstly legal documents, then monographs, textbooks and books, preprints, articles in periodicals, Internet resources). Sources in foreign languages are grouped separately by the same principle and are placed after Ukrainian and Russian items.

Annexes make a compulsory section of the thesis. The author defines the list of annexes in consultation with the scientific supervisor, based on the theme of work and its volume.

Abstracts (the content of the thesis on 2 – 3 pages in Ukrainian and English (Annex E)) and summaries (annotated information about the thesis in

Ukrainian, Russian and English (Annex F)) are compulsory. According to the graduation thesis structure they are Annexes A and B.

If necessary, additional information can be included in the annexes to complete the perception of the thesis:

intermediate mathematical demonstration, formulas and calculations;

tables of auxiliary numeric data;

reports, statements, calculations of the economic impact and effectiveness;

guidelines and methodologies, description of algorithms and problem-solving programmes that are designed in the thesis;

auxiliary illustrations;

applied support materials (tables, figures, and special forms of financial statements), approved (state) programmes of development and others.

The material provided in the annexes must comply with the chosen theme of the study and include the sources that were the basis for the research and practical developments.

The list of references and annexes is not included in the total volume of the thesis.

Most thesis topics from the list need a common structure, so a student should follow the content of chapters and their order. In case a theme predisposes to a different structure and data, a student should agree this with the supervisor from the department (the list of the recommended topics is given in paragraph 6).

For example, if the total volume of work must be at least 90 pages excluding the labour protection chapter, the list of references and annexes, the approximate volume is the following:

90, minus:

4 (title page, submission paper and typical task form);

1 (contents);

2 (introduction);

3 (conclusions)

= 80 pages, which could be optimally distributed as follows:

35 % ($80 \times 0.35 = 28$ pages) for the theoretical chapter;

35 % ($80 \times 0.35 = 28$ pages) for the analytical chapter;

30 % ($80 \times 0.3 = 24$ pages) for the practical chapter.

A suggested thesis structure is presented in Table 2.

Table 2

The recommended volume of the structural parts

The structure	The number of pages	
	Minimum	Maximum
1	2	3
The title page	1	2 pages (both having one number). If the thesis is performed in a foreign language, the 1 st page contains the title in Ukrainian, the 2 nd one is in the language of the main text
The typical task form	2 (double-sided printing)	
The submission paper	1	
Introduction	2	4
The theoretical chapter	20 % of the total volume of the main part	40 % of the total volume of the main part
The analytical chapter	25 % of the total volume of the main part	40 % of the total volume of the main part
The project chapter	20 % of the total volume of the main part	40% of the total volume of the main part
Labour protection in the industry	10	15
Conclusions	3	5
References	not regulated	
Annexes	not regulated	
Abstracts	2 – 3 pages of each copy in a different language	
Summaries	1 – 2 pages	

The allowed deviation in the volume of the main text of chapters is within 25 – 40 %, but the minimum number of pages of any section must be at least 20.

Annexes that are not stitched, but are required, include (Annex G):

a review of the scientific advisor for the graduate student work;

an external review of the research paper (it can be given by any business or organisation, including those where the student took his/her undergraduate practice, except KhNUE);

a reference letter containing information about the reliability of the data (is given by the company or organisation where the student took his/her undergraduate practice). If the second and third sections contain reports of several companies, the letter should be signed by the main object of the study;

an electronic medium (standard CD or DVD drive) that contains the files from the full text stitched thesis (preferably in the format *.pdf); scanned colour copies of the documents that were additionally provided by the university and third parties (in the format *. jpeg with minimal resolution of 300 dpi); files of presentations and demonstrations, prepared to defend the thesis (in the format in which they were presented in the speech), other auxiliary materials (files with the results of developments suggested in the project chapter, intermediate calculations to mathematical econometrics models, etc.) that were not included in the main text or in hard copy annexes .

The value of theoretical and practical recommendations for the enterprise – the practice base – can be confirmed by the certificate of implementation of the study findings, provided by an enterprise or institution.

The demonstration material for the thesis is not structurally regulated, it is defined in most cases by the defence procedure and the features of the research findings. However, it should adhere to the following guidelines:

the volume of visual materials should not exceed 10 – 15 pages for bachelors;

the title page is identical to the title page of the thesis, the phrase "the explanatory note" is replaced by "the demonstration material";

n + 1 copies of the demonstration material are made for the defence procedure (the number of the members of the State Examining Board and an additional copy, signed by the student and the supervisor and archived with the thesis);

the text and graphic material editing should be as close to the style of the main text of the thesis as possible, but the set text volume and line spacing can differ – the main criterion is the ease of visual perception of the information provided and the aesthetic design;

the posters should be placed in order of reference in the text of speech.

It is recommended to include the content-and-logic structure of the thesis in the posters, which presents the purpose and objectives of the research, their relationship with the chapters and subsections of the work, the object and subject of the study (Annex H).The multimedia presentation can include pictures that are not included in the demonstration material, but must contain all of them.

A general guidance on the content and structure of the thesis for the bachelor's degree academic qualification is shown in Table 3.

Table 3

A guidance on the content and structure of the graduation thesis for the bachelor's degree academic qualification

Requirements	Bachelor's degree
The volume of the main text of the work, pp.*	90 – 100
Scientific novelty	Not compulsory, it is demanded to highlight the areas of theoretical issues
Analysis of the macroeconomic environment and recommendations for the improvement of the tourist industry functioning	Compulsory in the analytical section
Use of mathematical modelling	Required, but not compulsory
References	At least 50 items

* excluding the labour protection chapter

5. Requirements to the graduation thesis design

5.1. General requirements

A graduation thesis must be printed on one side of a sheet of white A4 paper (210 x 297 mm) in the form of continuous text, illustrations and tables. The font type is TIMES NEW ROMAN (14 pt). Spacing is 1.5.

The margins – top, bottom, right and left – must be: 20 mm, 24 mm, 15 mm and 25 mm correspondingly. The distance to the header and to the footer must be 0 mm and 17 mm correspondingly.

Font printing must be clear, the density of the text should be the same throughout the work. Words in figures, formulas, symbols should be handwritten in black: the density of the inscribed text should be as close to the density of the main text as possible. Mistakes, slips and inaccuracies may be corrected by erasing or white paint colouring, the corrected text must be written in the same place or between the lines.

The structural elements "CONTENTS", "INTRODUCTION", "LABOUR PROTECTION IN THE INDUSTRY", "CONCLUSIONS", "THE LIST OF REFERENCES", "ANNEXES" are not numbered, and their names are the

titles of the structural elements. Annexes should be designated consistently in capital letters of the English alphabet.

The names of such structural elements as chapters and subsections of the main text must have numbered headings.

The titles of the structural elements of the work and the headings of the chapters must be placed in the centre and written in capital letters without an end dot, not underlined. They always start from a new page.

The titles of subsections must begin with indentation and typed in small letters except the first one, not underlined, without an end dot. Indention must be the same for the whole text throughout the work and equal to 1.25 cm (or 5 characters). The distance between the name of a chapter and a subsection, between a subsection and the text is one indentation (about 15 mm).

The title hyphenation is not allowed. The distance between the headers and the next or previous text should be 15 – 20 mm.

The next subsection name and the beginning of the text is placed on the same page as the end of the previous subsection. The distance between the text and the name of the previous subsection is one indentation.

The subsection name is allowed to be placed at the bottom of the page, if it is followed by two or more lines of the text.

5.2. Contents

The names of all the chapters and subsections must be agreed with the supervisor before starting the thesis. The contents of the work includes the name and the number of the initial pages of all the chapters, subsections and paragraphs (if they have a title), including an introduction, conclusions to chapters (if any), general conclusions, annexes, the list of references etc.

5.3. Numbering

The numbering of the pages, chapters, subsections, paragraphs, figures, tables, equations is made in Arabic numerals without the sign "№". The page number is put down at the bottom, centred, without a dot at the end.

The title page, the submission paper, the typical task form, the contents are included into the overall paging of the work. Number signs are not put down there.

Illustrations and tables on separate pages are included into the overall paging. The page number is indicated on these pages.

The chapters and subsections are numbered in Arabic figures. The chapters must have sequential numbering within the main part of the work and should be marked in Arabic numerals with a dot, for example 1. 2. 3. The subsections must have sequential numbering within each chapter. The subsection number consists of the chapter number and the serial number of the unit, a dot between them. The dot is printed after a unit number, for example 1.1 , 1.2., 1.3. etc.

If necessary, the material of each subsection can be presented in the form of items. The items are numbered within each subsection. The number consists of a serial number of a chapter, subsection, paragraph, a dot between them. The dot is printed after an item number, e.g. 1.3.2. (the second item of the third subsection of the first chapter).

5.4. Tables

Any table must be placed after the text in which it is mentioned for the first time, or on the next page/pages. All the tables must be referenced in the work. Tables are numbered in Arabic figures sequentially within the chapter, except for the tables presented in the annexes. The word "Table", including its number, is placed in the right corner, the heading of the table is centred below, in the next line. The table number consists of a chapter number and a serial number of a table, separated by a dot.

The table name is written in small bold letters except the first capital one, and placed above the table, separated from it by one space. The text of the table must be typed in the font TIMES NEW ROMAN, 12 pt.

The table headline when transferred to the next page is replaced by the number of a corresponding column. If a table is not transferred to the next page, the columns are not numbered.

Table transfer to the next page is permitted when at least two lines after the headline are available.

The dot is not put at the end of a table name. Distances from the text to the table title, between the table title and the table, from the table to the text of the work must be one line, but not more than 20 mm.

If a table contains data that have multiple units of measure, it is advisable to include a separate graph, for units of measure, in the table.

Example

Characteristics of accommodation facilities attractiveness for tourists are given in Table 1.1.

Table 1.1

Comparative characteristics of accommodation facilities attractiveness for tourism purposes

Rank	The number of tourists, leisure trips (4 or more nights)		Costs of tourists on package services, leisure trips (4 or more nights)	
	2	3	4	5
1	Germany	46 369	Germany	17 394 000
2	France	33 380	France	16 691 238
3	United Kingdom	30 934	United Kingdom	9 373 999

When the table size exceeds the size of the page, the table is divided into parts that are transferred to the next page/pages. Each table part transferred to another page must be supplied with the table number and the word "continuation", e.g. "Table 1.1 (continuation)".

The last part of the table on a new page is named as "the ending", for example, "Table 1.1 (the end)".

Example

Table 1.1 (continuation)

1	2	3	4	5
4	Spain	14 875	Italy	4 182 406
5	Poland	10 766	Netherlands	3 842 000

5.5. Illustrations

Illustrations (drawings, diagrams, charts, graphs) are placed immediately after the text where they are mentioned for the first time, or on the next page. All the illustrations must be referenced in the work. If an illustration picture is not created by the author of the work, the source from which the illustration is taken must be given.

The names of the pictures and graphs are placed under the illustration, centred.

Illustrations are designated by "Figure" and numbered consecutively within a subsection, with the exception of figures presented in the annexes. The figure number must consist of a chapter number and a serial number of the figure, a dot between them.

Captions must be in bold. The distance from the text to the illustrations, and from the caption to the text is one space (maximum 20 mm).

Example

Costs of tourists from Germany for 2010 – 2011 years (quarterly data) are represented in Fig. 1.1 [16].

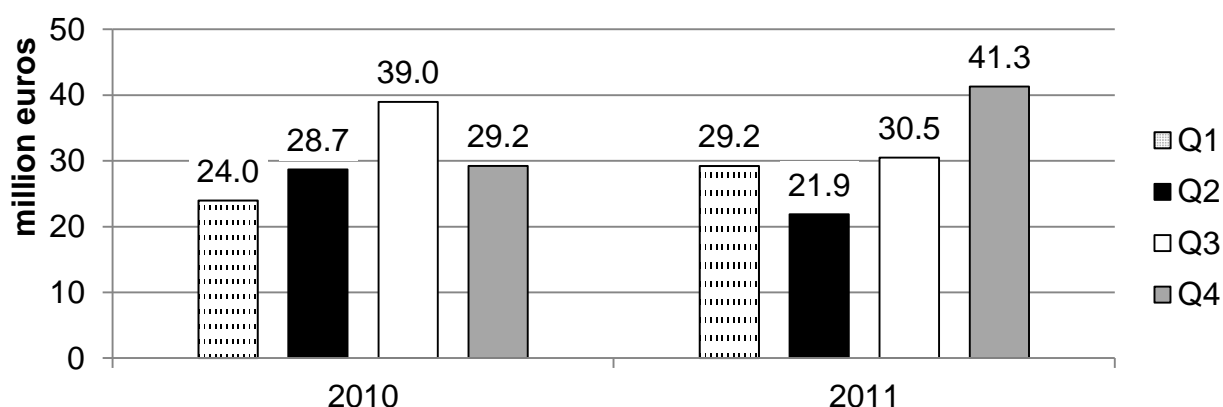


Fig. 1.1. Tourist expenditures (business and leisure trips travel), Germany

5.6. Enumeration

Enumeration can be given in subsections. Enumeration can use Arabic figures with a bracket, small letters with a bracket, or be not numbered – with indentation.

A semicolon is put at the end of a paragraph, or a colon if there is further detailing.

A dot is put after the last paragraph of the enumeration.

Example

The TTCI is based on the use of three broad groups of factors that determine the competitiveness of the industry. These groups consists of three sub-indexes:

1) the regulatory framework which is factors and measures that depend on the government policy and are usually of the competence of the government;

2) the business environment and infrastructure which form the basis of a national economy;

3) human, natural and cultural resources which make historical and cultural heritage of a country.

5.7. Notes

If necessary, comments may be provided for explanation of the text content, tables or illustrations in the diploma work. Notes are placed after the text, tables or illustrations which they relate to. One note is not numbered.

The word "Note" is written with the capital letter with indentation, not underlined. A dot is put after the word "Note" and the text of the note starts with the capital letter in the same line. The recommended size is 12 pt.

Example

Table 1.5

Basic indicators of the tourist company

No	Indicators	Cumulative total from the beginning of the year
1	The average number of employees (persons)	112
2	Proceeds from the sale of travel services* (thous. hryvnas)	21 357

*Note. Proceeds from the sale of travel services is the sum actually received by a business entity to the account (or) in cash transactions for the sale of goods (works, services).

If there are several notes on one page, they are numbered consecutively in Arabic figures with a dot. A colon is put after the word "Notes", and the text is cited on a new line, indented, after the note number, with a capital letter.

5.8. Formulas and equations

Formulas and equations are centred, placed on a new line after the text in which they are mentioned. The formulas are performed by standard mathematical editors of Microsoft Office.

Formulas and equations in the work (except formulas and equations in the annexes) are numbered within a chapter. A formula or equation number consists of the chapter number and a serial number of a formula or equation, a dot between them.

A formula or equation number is put at the formula or equation level in parentheses in the rightmost position of the line. Explanation of symbols and numerical values of coefficients included in the formula or equation are cited below in the order in which they are presented in the formula or equation. The first line of an explanation begins with a new line without an indentation with the word "where", without a colon. The meaning of each symbol and numerical coefficient should be printed on a new line, explanatory symbols should be written at the same distance from the left margin of a sheet.

The general rule of punctuation in the text with formulas is as follows: a formula is included in the sentence as its equal element. That is why separating characters are put at the end of the formula and in the text before it in accordance with the punctuation rules. The distance from the text to the formula, between the formula and/or its interpretation and the text is one line (but not more than 20 mm).

Example

Net intensity of tourism development is calculated by the formula [6, p. 42]:

$$R_{\text{net-int}} = \frac{T}{P} \times 100, \quad (1.2)$$

where $R_{\text{net-int}}$ is the ratio of net intensity of tourist flows, %;

T is the number of people of a country (a region), who made at least one tourist trip per year or another period of time, i.e., the number of tourists;

P is the total population of a country (a region) in the same period.

5.9. Links

It is necessary to provide links to all the sources included in the list of references in the text of the diploma work. References are put in square brackets indicating the sequence number of a source in the list of references and the page number where the data were taken from. If the information, materials from monographs, review articles and other sources with a large number of pages are used, the link must accurately specify the number of a page, a figure, a table, an equation in the primary source, which is cited by the link.

Links to references are made in the text according to the following rules:

If a link refers to the whole work, the serial number of the source in the list of references is put in square brackets. For example, "some authors [27; 40; 64] do not share this point of view";

if the text contains a quotation, a statement, findings, etc., whose author is not a student, then the serial number of a source (cited or mentioned) in the reference list with the page indicated is put in square brackets. For example, [14, p. 5].

Example

The total tourist turnover is expressed in terms of a sales revenue from the aggregate of tourist services and is called the sales income from the tourist product [10, p. 58].

If a fragment of a text or illustration is cited, the link should be:

"... in Chapter 2 ...";

"... (Subsection 2.5) ...";

"... in accordance with Subsection 1.2 ...";

"... in Fig. 1.7 ...";

"... in Table 2.4 ...".

5.10. Design of the list of references

The list of references must be placed after the conclusions to the main part of the work on a new page. When grouping references by types, the list of legal documents is made in the following order:

laws of Ukraine;

decrees of the President of Ukraine;

decrees of the Verkhovna Rada [Parliament] of Ukraine;

regulations and orders of the Cabinet of Ministers of Ukraine;

other items are put in alphabetical order (regulations of ministries and departments, instructions of ministries and departments).

Examples of bibliographical description are given in Table 4.

Example

Table 4

Examples of bibliographical description of literary sources

Type of references	Example of design
1	2
Legislative and regulatory documents	1. Про туризм :Закон України від 15.09.95 р.№ 325/95 // Відомості Верховної Ради України. – 1995. – № 31. – С. 241. 2. Про стандартизацію та сертифікацію : Декрет Кабінету Міністрів України від 10.05.1993 р. № 46–93 // Відомості Верховної Ради України. – 1993.– № 27. – С. 289
Standards	1. Система управління якістю. Вимоги. (ISO 9001–2000, IDT) – на заміну ДСТУ ISO 9001–95, ДСТУ ISO 9002–95, ДСТУ ISO 9003–95: Чинний від 01.10. 2001. – К., 2001. – 44 с.
Books: One author	1. Агафонова Л. Г. Підготовка бізнес-плану. Практикум / Л. Г. Агафонова. – К. : Знання, 2001. – 52 с. 2. Любіцева О. О. Методика розробки турів : навч. посіб. / О. О. Любіцева. – К. : Альтерпрес, 2003. – 104 с. Уніфіковані технології готельних послуг : навч. посіб. / за ред. В. К. Федорченка. – К. : Вища школа, 2001. – 237 с.
Two (three) authors	1. Яновська Н. Туризм : організація і облік / Н. Яновська, С. Філатов. – Х. : Фактор, 2002. – 220 с. 2. Бабарицька В. К. Менеджмент туризму. Туроперейтинг : навч. посіб. / В. К. Бабарицька, О. Ю. Малиновська. – К. : Альтерпрес, 2004. – 288 с.
Four or more authors	1. Формування здорового способу життя молоді : навч.-метод. посіб. для працівників соц. служб для сім'ї, дітей та молоді / [Т. В. Бондар, О. Г. Карпенко, Д. М. Дикова-Фаворська та ін.]. – К. : Укр. ін-т соц. дослідж., 2005. – 115 с. – (Серія "Формування здорового способу життя молоді" : у 14 кн., кн. 13)
Without an author	1. Історія Свято-Михайлівського Золотоверхого монастиря / [авт. тексту В. Клос]. – К. : Грані-Т, 2007. – 119 с. – (Грані світу)
Multivolume document	1. Межгосударственные стандарты : каталог : в 6 т. / [сост. Ковалева И. В., Рубцова Е. Ю. ; ред. Иванов В. Л.]. – Львов : НТЦ "Леонорм-Стандарт", 2005. – (Серия "Нормативная база предприятия"). – Т. 1. – 2005. – 277 с.
Materials of conferences, congresses	1. Dekhtyar N. The impact of creative economy on the prospects of tourism development in Ukraine / N. Dekhtyar // Проблеми управління соціально-економічним розвитком України : матеріали Всеукраїнської науково-практичної конференції молодих вчених та студентів (27 квітня 2012 р., м. Харків). – Х. : ВБ "Фактор", 2012. – С. 728–733.

Table 4 (the end)

1	2
Preprints	1. Зима А. Г. Значение ЮНЕСКО как межправительственной специализированной организации ООН : препринт / А. Г. Зима. – Х. : Изд. ХНЭУ, 2008. – 48 с.
Dictionaries	Географія : словник-довідник / [авт.-уклад. Ципін В. Л.]. – Х. : Халімон, 2006. – 175, [1] с. Європейський Союз : словник-довідник / [ред.-упоряд. М. Марченко]. – 2-ге вид., оновл. – К. : К.І.С., 2006. – 138 с.
Atlases	Україна : екол.-геогр. атлас : присвяч. всесвіт. дню науки в ім'я миру та розвитку згідно з рішенням 31 сесії ген. конф. ЮНЕСКО / [наук. редкол. : С. С. Куруленко та ін.] ; Рада по вивч. продукт. сил України НАН України [та ін.]. – К. : Варта, 2006. – 217, [1] с.
Catalogues	Межгосударственные стандарты : каталог : в 6 т. / [сост. Ковалева И. В., Павлюкова В. А. ; ред. Иванов В. Л.]. – Львов : НТЦ "Леонорм-стандарт. – Т. 5. – 2007. – 264 с. ; Т. 6. – 2007. – 277 с. Пам'ятки історії та мистецтва Львівської області : каталог-довідник / [авт.-упоряд. М. Зобків та ін.]. – Львів : Новий час, 2003. – 160 с.
Abstracts of theses	Петриченко П. А. Формування маркетингової інформаційної системи підприємств санаторно-курортного комплексу : автореф. дис. на здобуття наук. ступеня канд. екон. наук : спец. 08.00.04 "Економіка і управління підприємствами (підприємства туристично-рекреаційного комплексу) / П. А. Петриченко. – Сімферополь, 2008. – 20 с.
Periodicals	Регіональні особливості смертності населення України / Л. А. Чепелевська, Р. О. Моїсеєнко, Г. І. Баторшина [та ін.] // Вісник соціальної гігієни та організації охорони здоров'я України. – 2007. – № 1. – С. 25–29.
Internet resources	The Travel & Tourism Competitiveness Report 2007 [Electronic resource] / editors Jennifer Blanke, Thea Chiesa. – Geneva, Switzerland : The publishing house of the World Economic Forum, 2007. – 461 p. – Access mode : http://www.weforum.org/pdf/TTCR07 .

Bibliographical description is taken directly from a printed copy or catalogues and bibliographies completely without any omissions of elements or abridgement of names. Bibliographical description of the sources is performed in accordance with the current standards of the library science and publishing business. The formal requirements can be found at the Book Chamber of Ukraine [3].

Example

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6. Suggested topics for graduation theses

The scope of topics for a bachelor's degree thesis is as follows:

1) *the range of problems:*

theoretical, scientific and practical principles; development, improvement, factors, assessment, resources, types, stages and economic performance or events in the sphere of tourism economy;

2) *the list of recommended subject areas:*

1. Accounting in the field of tourism.
2. Activities of UNESCO in the field of cultural heritage protection.
3. Air transportation in tourism.
4. Basic approaches to the management of tourist flows.
5. Basic approaches to tourism zoning.
6. Catering services in tourist activities.
7. Classification of countries by types of tourism.
8. Cross-cultural communication in tourism.
9. Ecological tourism development in Ukraine.
10. Education in tourism: national and international experience. The leading tourist centres of education.
11. Excursion theory: the subject, methods, main fields of research.
12. Historical and cultural potential of Kharkiv region.
13. Historical background of tourism development in the countries of Australia and Oceania, its impact on the current state of the industry.
14. Historical background of tourism development in the countries of Asia and its impact on the current state of the industry.
15. Historical background of tourism development in the countries of Africa and its impact on the current state of the industry.
16. Historical background of tourism development in the countries of Europe and its impact on the current state of the industry.
17. Historical background of tourism development in the countries of South America and its impact on the current state of the industry.
18. Historical background of tourism development in the countries of North America and the Caribbean and its impact on the current state of the industry.
19. Historical background of tourism development in Ukraine and its impact on the current state of the industry.

20. History of health resort activities in Ukraine, current perspectives of medical and health tourism.
21. Hotel management.
22. Information support in the tourism industry.
23. Information technologies in the tourism industry.
24. Innovations in the tourism industry.
25. Insurance in the tourism market.
26. Integration processes in the regional tourism market.
27. International tourism organisations.
28. Internet technologies in the tourism industry.
29. A logistic approach to the management of tourism enterprises.
30. Main tourist destinations in Australia and New Zealand.
31. Main tourist destinations in Central Ukraine.
32. Main tourist destinations in Eastern Ukraine.
33. Main tourist destinations in Northern Ukraine.
34. Main tourist destinations in Southern Ukraine.
35. Main tourist destinations in the countries of the Caribbean macro-region*.
36. Main tourist destinations in the countries of Central America*.
37. Main tourist destinations in the countries of Central Asia*.
38. Main tourist destinations in the countries of Eastern Africa*.
39. Main tourist destinations in the countries of Eastern Asia*.
40. Main tourist destinations in the countries of Eastern Europe*.
41. Main tourist destinations in the countries of Melanesia*.
42. Main tourist destinations in the countries of Micronesia*.
43. Main tourist destinations in the countries of Middle Africa*.
44. Main tourist destinations in the countries of Northern Africa*.
45. Main tourist destinations in the countries of Northern America*.
46. Main tourist destinations in the countries of Northern Europe*.
47. Main tourist destinations in the countries of Polynesia*.
48. Main tourist destinations in the countries of South America*.
49. Main tourist destinations in the countries of South-Eastern Asia*.
50. Main tourist destinations in the countries of Southern Africa*.
51. Main tourist destinations in the countries of Southern Asia*.
52. Main tourist destinations in the countries of Southern Europe*.
53. Main tourist destinations in the countries of Western Africa*.
54. Main tourist destinations in the countries of Western Asia*.

55. Main tourist destinations in the countries of Western Europe*.
56. Main tourist destinations in Western Ukraine.
57. Maintaining the objects of tourist interest.
58. Marketing research in tourism.
59. Media planning in the tourism industry.
60. Models of consumer behaviour in the tourism industry.
61. Museum management in the tourism industry.
62. National tourism organisations.
63. Offences in tourism: concepts, classification, ways of prevention.
64. Organisation of activities in the accommodation industry.
65. Organisation of activities of specialised tourism enterprises.
66. Organisation of activities of travel operators of domestic tourism.
67. Organisation of activities of travel operators of inbound tourism.
68. Organisation of activities of travel operators of outbound tourism.
69. Organisation of business trips.
70. Organisation of children's tourism.
71. Organisation of cognitive tourism.
72. Organisation of educational tourism.
73. Organisation of ethnographic tourism.
74. Organisation of event tourism.
75. Organisation of excursion services.
76. Organisation of extreme tourism.
77. Organisation of food services based on Slobidska cuisine.
78. Organisation of incentive tours.
79. Organisation of medical and health tourism.
80. Organisation of nostalgic tourism.
81. Organisation of pilgrimage.
82. Organisation of recreational tourism.
83. Organisation of scientific tourism.
84. Organisation of specialised tourist exhibitions.
85. Organisation of sports tourism.
86. Organisation of VIP-tours.
87. Personnel management in the hospitality industry.
88. Personnel management in the tourism industry.
89. Pricing in the tourism industry.
90. Principles and methods of assessing the tourist potential of a region.
91. Rail transportation in tourism.

92. Recreational norms setting.
 93. Restaurant management in the tourism industry.
 94. Road transportation in tourism.
 95. Rural green tourism development in Ukraine.
 96. Seasonality as one of the determining factors of tourist demand.
 97. Socio-cultural impact of tourism.
 98. Statistical research of the tourism market of Ukraine.
 99. Statistical research of international tourist flows.
 100. The structure of distribution channels in tourism: typical schemes and ways of improvement.
 101. Techniques of organisation of foreign economic operations in tourism.
 102. The experience of small countries in the tourism infrastructure development.
 103. The procedure of development and promotion of a tourism product.
 104. The role of exhibitions in promoting of a tourism product.
 105. The role of tourism in the development of a national economy.
 106. Tourism media market development.
 107. Tourism potential of a country.
 108. The tourist image of a country.
 109. Tourist resources of a country: classification, characteristics and the principles of use.
 110. Water transportation in tourism.
- * (according to the UN grouping).

An application sample for a thesis topic choice is presented in Annex I.

7. Recommendations on the content of a graduation thesis

The academic qualification "Bachelor" corresponds to the basic higher education level (Law of Ukraine "On higher education") [1].

Bachelor is an academic qualification of higher education given to a person, who has received basic higher education on the basis of complete secondary education, initial and specialised skills and knowledge of a generalised object of work (activity) sufficient for the execution of tasks and respon-

sibilities (works) at the level of professional activity provided for primary positions in a certain kind of economic activity.

Qualification characteristics (competences) of graduates by the field of study are listed in Annex J.

Thus, a *bachelor* thesis should reflect the graduate's ability to carry out typical tasks of activity. Also, traditional research for a bachelor's degree is of applied, practical nature.

Typical thesis structures for various academic qualifications do not contain significant differences, but the content of subsections should be distinguished on the basis of professional qualifications required for graduates of each degree syllabus. For example, a bachelor thesis on "State regulation of the tourism industry of Ukraine" has to include the general characteristics of the national system of state bodies, regional organisations and local authorities responsible for organising activities in tourism, a list and main provisions of legal documents that form the legal framework for industry participants, to describe the experience of state regulation of the tourism industry in the world, analyse the categorical apparatus of the concept of government regulation in the theoretical part.

The second chapter provides an evaluation of the practice base performance (e.g., a respective department of the City Council, Regional Administration or Ministry of Infrastructure), analysis of tourist flows of Ukraine. The project chapter outlines recommendations for improving the work of the researched public institutions that can be achieved by the implementation of a new project, tourist routes network development at a regional level etc., introduction of innovative technologies (e.g. automated management systems). The author of the work must substantiate the effectiveness of the suggested measures by cost-effectiveness calculations, if necessary – to give a mathematical model of the phenomenon or process.

8. Reviewing and defence of a graduation thesis

A completed diploma work is reviewed in accordance with the order of the thesis execution, described in Section 2 of these guidelines.

The first review is written by a supervisor, (see Annex G). In it, the quality of the graduate work itself and the process of its performance is

assessed, and a conclusion is drawn on the admission to the thesis defence at the State Examining Board (SEB) meeting.

A stitched hard copy of a graduate work in accordance with the established procedures is directed to the practice base, where the supervisor(s) writes an external review (see Annex G). This review should prove the reliability and evidence of the given information. It is desirable to confirm the theme relevance to the enterprise, independence of the author's studies, the practical significance of the analytical chapter, and possibilities and prospects of implementation of the suggested recommendations at an enterprise. External reviewers may be leading executives and experts in tourism, consulting experts, auditing firms that are (co-)working in the tourism sector, in research institutions, professors from other universities and so on.

A student receives the opportunity to read the review before the thesis defence at the SEB meeting so that he/she could prepare explanations of possible comments of an external reviewer. The review is added to other relevant documents of the thesis.

The availability of a supervisor's and external review (from the object of the study – practice base – or another relevant external institution), a department conclusion allow a student to submit the thesis to the Head of the department of tourism, who makes a final decision on the admission of the student to the thesis defence at the SEC meeting, as evidenced by the Head of the department signature on the title page of the thesis.

If the Head of the department finds it impossible to allow the thesis to be defended, the matter must be considered at the department meeting with the participation of the supervisor and the graduate student. The discussion must be reported and filed to the Dean of the International Economic Relations Faculty.

The thesis defence takes place at a public meeting of the State Examining Board. The Rector of the University approves the Board members and the schedule of its work.

The following documents are submitted to the SEB prior to the defence meeting:

- 1) an extract from the rector's order on the SEB members approval;
- 2) a list of students admitted to the diploma defence, signed by the dean of the faculty;
- 3) a grade report reference from the dean's office, including the student's performance of the curriculum and the marks derived for the theoretical disciplines, pregraduation practice and the state examination in the specialty;

4) a diploma thesis;

5) accompanying documents: a review of the supervisor of the thesis, a review of the company's management – the object of the research – or an external review, information on the implementation of projects and thesis proposals in the activities of the company (if applicable), a reference letter; other materials that characterise the scientific and practical value of the performed thesis and personal achievements of the student at the university (diplomas, degrees, certificates of training, published articles, scientific abstracts, certificates of participation in scientific conferences, competitions of scientific works, participation in advanced studies at the university departments, etc.).

The report must match a 7 – 10 minute presentation, prove the topic relevance, purpose and objectives, the main results of the enterprise analysis and creative measures for the improvement of the researched object activity, suggestions and recommendations developed through the study. Special attention should be given to reasonable proposals and recommendations and the evaluation of their effectiveness. The report should be accompanied by a multimedia presentation.

Visual materials must illustrate the student's report consistently and provide full coverage of all the provisions to be substantiated .

The commission secretary records the defence procedure.

The chairman of the SEB reads the thesis reviews written by the scientific advisor and the external expert after the report of the student. The student responds to all the comments of the reviewers.

The SEB members, teachers, specialists present at the defence may ask the student questions about the content of the thesis during the defence meeting. The student should be specific, reasoned and concise. The review of the scientific supervisor of the thesis is announced after the student has answered the questions.

The State Examining Board decides on the assessment of the thesis and its defence at a closed meeting according to the results of the thesis defence (including the supervisor and external reviews, report content and answers to the questions) and awards the graduate a relevant (Bachelor, Specialist or Master) degree with the issuance of a diploma of the state form.

Criteria for the thesis evaluation should consider the following. The relevance of the theoretical and applied researches and their practical significance is one of the most important factors of the thesis assessment. The work must have: elements of scientific research, specific conclusions and practical suggestions that can be implemented in the activity of enterprises,

institutions, organisations, state and municipal authorities, economic efficiency calculations of the developed proposals.

A report is drawn up at all the meetings of the SEB, which contains defence marks, questions of the SEB members and others present, comments of the SEB members, estimation of the thesis compliance with the gained academic qualifications, as well as information on state documents on education, published by the university. The report is signed by the chairman and the members of the SEB, who participated in the meeting.

The State Examining Board writes a report on the results of its work, which contains the main quantitative indicators of the level and quality of performance of the considered defence, characterisation of the performed graduation theses by the research area and objects of the study, by the implemented specific suggestions, the use of modern innovative technologies for analytical studies and developments and so on. The SEB report is discussed and approved at the Academic Council of the International Economic Relations Faculty meeting.

The Department of Tourism makes the defended thesis over to the University archive after completion of the SEB work.

References

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Annexes

Annex A

A sample title page of a graduation thesis for a bachelor's degree

**ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ
ФАКУЛЬТЕТ МІЖНАРОДНИХ ЕКОНОМІЧНИХ ВІДНОСИН
КАФЕДРА ТУРИЗМУ**

Пояснювальна записка

до дипломної роботи

БАКАЛАВР

(освітньо-кваліфікаційний рівень)

на тему: "Управління операційною діяльністю у мультинаціональних туристичних компаніях"

Виконав: студент 4 року навчання,
групи 6.06.67.07.01, напрямку підготовки
6.140103 "Туризм"
П.І.Б. студента
Керівник: посада та П.І.Б. викладача
Рецензент: посада та П.І.Б.

Харків, 2014 рік

A sample of a typical task form of a thesis for a bachelor's degree

**ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ**

Факультет міжнародних економічних відносин

Кафедра туризму

Освітньо-кваліфікаційний рівень "бакалавр"

Напрямок підготовки 6.140103 "Туризм"

ЗАТВЕРДЖУЮ

Завідувач кафедри туризму

_____ проф. Єрмаченко В. Є.

"__" _____ 201__ р.

ЗАВДАННЯ

НА ДИПЛОМНУ РОБОТУ СТУДЕНТА

П.І.Б. студента повністю

1. Тема роботи: "Управління операційною діяльністю у мультинаціональних туристичних компаніях"

Керівник роботи: П.І.Б. викладача, науковий ступінь, посада
затверджені наказом ректора від "__" _____ 201__ р. № _____

2. Строк подання студентом роботи: __ червня 201__ р.

3. Вихідні дані до роботи: науково-методичні розробки вітчизняних та зарубіжних авторів, нормативно-правові документи, офіційні звіти та публікації міжнародних організацій, органів державної влади, статистичних бюро, державні та галузеві стандарти, статистична звітність підприємства (установи, організації)

4. Зміст розрахунково-пояснювальної записки (перелік питань, які потрібно розробити):

Розділ 1. Світовий досвід діяльності мультинаціональних туристичних компаній.

Розділ 2. Аналіз рівня конкурентоспроможності ділового середовища сфери туризму у м. Харкові.

Розділ 3. Обґрунтування перспектив заснування міжнародних готельних мереж в Україні.

5. Перелік графічного матеріалу

Плакат 1. Структурно-логічна схема дипломної роботи.

Плакат 2. Показники діяльності світової туристичної галузі.

Плакат 3. Особливості процесу глобалізації в галузі туризму.

Плакат 4. Форми корпорацій в галузі гостинності.

Плакат 5. Показники діяльності найбільших транснаціональних готельних мереж у Європі, 2011 – 2012 рр.

Плакат 6. Рівень прозорості ведення бізнесу, оцінка експертів (за областями України).

Плакат 7. Прогнозовані обсяги продажу послуг готелю "Браво".

Плакат 8. Структура одноразових витрат.

Плакат 9. Динаміка доходів і прибутку, 1 – 3 роки реалізації проекту.

Плакат 10. Калькуляція доходів за допомогою методу cash-flow.

6. Консультанти розділів дипломної роботи

Розділ	Прізвище, ініціали та посада консультанта	Підпис, дата	
		завдання видав	завдання прийняв
Охорона праці в галузі	Логвінков С. М., д.т.н., професор кафедри технології, екології та безпеки життєдіяльності	23.09.2013	

7. Дата видачі завдання: ___ вересня 201__ р.

КАЛЕНДАРНИЙ ПЛАН

№ п/п	Назва етапів дипломної роботи	Строк виконання етапів роботи	Примітка
1	Розробка плану дипломної роботи, ознайомлення з літературними джерелами за темою	30.09.2013 – 02.11.2013	
2	Написання теоретичної частини дипломної роботи	04.11.2013 – 28.12.2013	
3	Написання аналітичної частини дипломної роботи	08.01.2014 – 22.02.2014	
4	Написання проектної частини дипломної роботи	24.02.2014 – 17.03.2014	
5	Перевірка чернетки дипломної роботи та внесення змін до неї керівником	19.05.2014 – 24.05.2014	
6	Перевірка якості дипломної роботи у системі "Антиплагіат"	26.05.2014 – 31.05.2014	
7	Оформлення дипломної роботи	02.06.2014 – 07.06.2014	
8	Подання Голові державної екзаменаційної комісії щодо захисту дипломної роботи	09.06.2014 – 14.06.2014	

Студент _____ П.І.Б. студента

Керівник роботи _____ П.І.Б. викладача
Annex C

A sample of a submission paper to a graduation thesis

ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ ІМЕНІ СЕМЕНА КУЗНЕЦЯ

ПОДАННЯ ГОЛОВІ ДЕРЖАВНОЇ ЕКЗАМЕНАЦІЙНОЇ КОМІСІЇ ЩОДО ЗАХИСТУ ДИПЛОМНОЇ РОБОТИ

Направляється студент _____ до захисту дипломної роботи за напрямом підготовки 6.140103 "Туризм" на тему: "Регіональні програми як один із засобів підвищення конкурентоспроможності рекреаційних територій".

Дипломна робота і рецензія додаються.

Декан факультету _____ І. О. Піддубний
(підпис)

Довідка про успішність

_____ за період навчання на факультеті міжнародних економічних відносин з 201__ року до 201__ року повністю виконав навчальний план за спеціальністю з таким розподілом оцінок за:

національною шкалою: відмінно ____, добре ____, задовільно ____%;
шкалою ECTS: A ____%; B ____%; C ____%; D ____%; E ____%.

Секретар факультету _____ П.І.Б.
(підпис)

Висновок керівника дипломної роботи

Студент _____ виконав дипломну роботу у повному обсязі відповідно до виданого завдання та у задані строки згідно з календарним планом. У процесі написання роботи студент показав достатню професійну підготовку, виявив здібності до самостійного опрацювання теоретичного та практичного матеріалу. При написанні роботи було використано спеціалізоване програмне забезпечення. Одержані результати мають практичну спрямованість, яка полягає у можливості підвищення ефективності і наукового обґрунтування управлінських рішень на державному, регіональних та місцевих рівнях і покращення якості стратегічного планування розвитку туристичної галузі. За результатами дослідження було опубліковано наукову статтю у фаховому збірнику наукових праць. Дипломна робота бакалавра виконана на достатньому методичному та професійному рівні, є закінченим самостійним дослідженням, яке має наукову та практичну цінність, і може бути рекомендована до захисту у ДЕК.

Керівник роботи _____ П.І.Б.
" ____ " _____ 201__ р.

Висновок кафедри про дипломну роботу

Дипломна робота розглянута. Студент _____ допускається до захисту даної роботи в Державній екзаменаційній комісії.

Завідувач кафедри туризму, професор _____ В. Є. Єрмаченко
(підпис)

" _____ " _____ 201__ p.

A sample thesis contents

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РЕФЕРАТ

дипломної роботи (П.І.Б. студента у родовому відмінку) **"Регіональні програми як один із засобів підвищення конкурентоспроможності рекреаційних територій"**

У дипломній роботі розглянуто питання необхідності збалансованого розвитку регіонів та значущість розробки та впровадження стратегій розвитку туризму на рівні регіону. Актуальність дослідження обґрунтовується тим, що у зв'язку з вимогою належного координування та гармонізації всіх трьох основоположних частин розвитку регіонів (населення, секторів розвитку та простору), стратегія регіонального розвитку стає частиною ширших політичних ініціатив з метою скорочення рівня бідності, відновлення економічного зростання, забезпечення соціальної згуртованості та підвищення конкурентоспроможності рекреаційних територій. Рівень конкурентоспроможності території залежить від чинників соціального, економічного та екологічного розвитку, проте існуючі на сьогодні підходи до управління туристичною галуззю не враховують комплекс названих показників.

Об'єкт дослідження – регіональне регулювання розвитку рекреаційних територій.

Предмет дослідження – регіональні програми як один із засобів підвищення конкурентоспроможності рекреаційних територій.

Мета дипломної роботи – розробка заходів із удосконалення політики регіонального розвитку та оцінка її впливу на рівень конкурентоспроможності рекреаційних територій.

Для досягнення мети було вирішено такі завдання:

проаналізовано досвід управління регіональним розвитком в Європейському Союзі; розглянуто моделі регіонального розвитку країн ЄС;

визначено проблемні аспекти сучасної державної регіональної політики;

здійснено оцінку ІТ-ринку України; проведено аналіз діяльності ТОВ "Оверія"; проведено групування областей України за рівнем туристичного потенціалу за допомогою методу кластерного аналізу з метою оцінки конкурентоспроможності окремих регіонів та розроблення альтернативних стратегій розвитку.

У процесі написання дипломної роботи використовувалися такі методи дослідження: аналіз, синтез, дедукція, індукція, порівняння, аналогія, абстрагування, узагальнення, конкретизація, класифікація, метод мережевого планування, метод Дюпона, кластерний аналіз.

У першому розділі на основі аналізу та узагальнення нормативно-правових актів та літературних джерел розкрито особливості політики регіонального розвитку в Україні, наведено приклади моделей управління регіональним розвитком в Європейському Союзі. Також надано аналіз проблемних аспектів сучасної державної регіональної політики. На основі проведеного дослідження здійснено порівняльну характеристику моделей регіонального розвитку країн ЄС та визначено основні групи проблем правового регулювання питань регіонального розвитку.

У другому розділі проведено аналіз середовища діяльності ТОВ "Оверія" та аналіз ІТ-ринку в Україні. Зазначено, що ІТ-галузь – одна з найперспективніших в Україні, про що говорить велика кількість ІТ компаній у країні та темпи зростання штату цих компаній, наявність практично у всіх регіонах великих ІТ компаній, обсяги та темпи зростання яких з кожним роком збільшуються; компанія "Оверія" є національним лідером у розробці спеціалізованого програмного забезпечення, призначеного для автоматизації завершеного процесу діяльності в туристичному бізнесі; підприємство має абсолютний тип фінансової стійкості, що свідчить про стабільну роботу та високий рівень ефективності підприємства.

У третьому розділі проаналізовано державне фінансування регіонів та на основі результатів кластерного аналізу розподілено регіони України за групами, що мають спільні проблеми; в межах означених груп запропоновано стратегії розвитку туризму, що можуть бути використані державними органами влади та органами місцевого самоврядування як орієнтовні заходи із підвищення конкурентоспроможності рекреаційних територій та розвитку туризму у регіонах; запропоновано Державну програму розвитку інформаційного простору Харківської області на 2014 – 2018 рр.

Головними науковими і практичними результатами дипломної роботи є: теоретичне обґрунтування відмінності політики регіонального розвитку в Україні та у країнах ЄС; узагальнення визначення проблемних аспектів сучасної державної регіональної політики та виявлення основних груп проблем нормативно-правового поля регіонального розвитку; рекомендації проектного розділу, а саме стратегії розвитку туризму, які можуть бути використані державними органами влади та органами місцевого самоврядування як орієнтовний план дій підвищення конкурентоспроможності рекреаційних територій та розвитку туризму у регіонах; запропонована автором Державна програма розвитку інформаційного простору Харківської області, яка може бути використана державними органами влади та органами місцевого самоврядування для підвищення конкурентоспроможності рекреаційних територій області; розширення та удосконалення міжнародного співробітництва у сфері інформаційних технологій.

Структура й обсяг роботи. Дипломна робота складається зі вступу, трьох розділів, висновків, списку використаних джерел із 95 найменувань і додатків. Робота містить 27 таблиць, 16 рисунків, 5 додатків. Обсяг основного тексту становить 129 сторінок. Додатки містять 2 таблиці, 6 рисунків.

ABSTRACT OF THE GRADUATION THESIS
"Regional programmes as a way to improve
the recreational areas competitiveness"

by (first name, patronymic, surname of a student)

The thesis considers the need for balanced regional development and the importance of elaboration and implementation of tourism development strategies at a regional level. The relevance of the research is based on the fact that due to the requirement of proper coordination and harmonization of all the three fundamental parts of regions (population, sectors of development and space), regional development strategy is part of the wider political initiatives designed to reduce poverty, restore economic growth, ensure social cohesion and increase competitiveness of recreational areas. The level of competitiveness of the territory depends on the factors of social, economic and environmental development, but approaches to the tourism industry management practiced today do not consider the complex of these indicators.

The object of the research is regional regulation of recreational areas.

The subject of the research is regional programmes as a way to improve the competitiveness of recreational areas.

The aim of the research is to work out measures for improvement of the state of regional development and assessment of its impact on the competitiveness of recreational areas.

To achieve the aim, the following tasks were fulfilled:

the experience of the regional development management in the European Union was observed;

the models of regional development of the EU were analysed;

the problematic aspects of the current state of the regional policy were defined;

the IT-market of Ukraine was assessed;

the activity of "Overia" Ltd was estimated;

grouping of regions of Ukraine was performed in terms of tourism potential by the method of cluster analysis in order to evaluate the competitiveness of separate regions and develop alternative strategies.

The following research methods were used in the work: analysis, synthesis, deduction, induction, comparison, analogy, abstraction, generalisation, specification, classification, the method of network planning, DuPont method, cluster analysis.

The first chapter describes the peculiarities of the regional development policy in Ukraine, based on the analysis and synthesis of legislation and scientific works, represents examples of regional management models in the European Union. Also, an analysis of the problematic aspects of the modern state regional policy is given. A comparative analysis of the regional development patterns in the EU is conducted on the basis of the research and the main groups of problems in the sphere of legal regulation of regional development are set.

The second chapter analyses the business environment of "Overia" Ltd and estimates the IT-market in Ukraine. It is noted that the IT industry is one of the most promising in Ukraine due to a large number of IT companies in the country and the growth of these companies, the presence of major IT companies in almost all the regions, the annual increase of their volumes and growth rates; the "Overia" company is a national leader in the development of specialized software designed to automate the complete process of operational activities in the tourism business; the company has an absolute type of financial stability, indicating a stable performance and high efficiency of the enterprise.

The third chapter analyses regional and state funding based on the results of cluster analysis dividing the regions of Ukraine into groups with common problems; tourism development strategies that can be used by state and local authorities as indicative measures to improve competitiveness of recreational areas and encourage tourism development in the region are suggested within the mentioned groups; the State programme of informational sphere development in Kharkiv region for 2014 – 2018 is presented.

The main scientific and practical results of the diploma are: theoretical substantiation of differences between regional development in Ukraine and in the EU; generalisation of the definition of problematic aspects of the modern state regional policy and identification of the main groups of problems of the regional development legal framework; development of recommendations of the project section, namely the tourism development strategies which can be used by state and local authorities as a tentative plan for increasing the recreational areas competitiveness and tourism development in the region, the State programme of informational sphere development in Kharkiv region suggested by the author which can be used by public authorities and local governments to improve the state of recreational areas competitiveness in the region, expanding and reinforcing the international cooperation in the field of information technology.

The structure and volume of the work. The diploma consists of an introduction, three chapters, a summary, 95 references and appendices. The work contains 27 tables, 16 figures, 5 appendices. The main text volume makes 129 pages. The appendices contain 2 tables, 6 figures.

АНОТАЦІЯ

П.І.Б. студента (прізвище, повне ім'я та по батькові)

Регіональні програми як один із засобів підвищення конкурентоспроможності рекреаційних територій

У роботі розглянуто теоретичні аспекти регіонального розвитку, практичний досвід управління регіональним розвитком у Європейському Союзі, основи регіональної політики в Україні, а також проблемні положення державного регулювання туристичної галузі на рівні регіонів; проведено аналіз ринку інформаційних технологій в Україні, обґрунтовано перспективи подальшого їх впровадження підприємствами сфери туризму (на прикладі діяльності ТОВ "Оверія"); запропоновано альтернативні стратегії розвитку туризму в Україні на основі кластерного аналізу за регіонами; розроблено державну програму розвитку інформаційного простору Харківської області.

Ключові слова: регіональний розвиток, регіональні програми, стратегії розвитку туризму, кластерний аналіз, депресивні території, інформаційні технології в туризмі, конкурентоспроможність регіонів.

АННОТАЦИЯ

Ф.И.О. студента (фамилия, полное имя и отчество)

Региональные программы как один из способов повышения конкурентоспособности рекреационных территорий

В работе рассмотрены теоретические аспекты регионального развития, практический опыт управления региональным развитием в Европейском Союзе, основы региональной политики в Украине, а также проблемные положения государственного регулирования туристической отрасли на уровне регионов; проведен анализ рынка информационных технологий в Украине, обоснованы перспективы дальнейшего их внедрения предприятиями сферы туризма (на примере деятельности ООО "Оверия"); предложены альтернативные стратегии развития туризма в Украине на основе кластерного анализа по регионам; разработана государственная программа развития информационного пространства Харьковской области.

Ключевые слова: региональное развитие, региональные программы, стратегии развития туризма, кластерный анализ, депрессивные территории, информационные технологии в туризме, конкурентоспособность регионов.

SUMMARY

First name, patronymic, surname of a student

Regional programmes as a way to improve the recreational areas competitiveness

Theoretical aspects of regional development, practical experience of regional development management in the European Union, the basis of the regional policy in Ukraine and some problem aspects of the state tourism industry regulation at the regional level were discussed. An analysis of the IT market in Ukraine was carried out, the prospects for their further implementation by companies in the tourism sector were justified (the case of the "Overia Ltd" activities). Alternative strategies for tourism development in Ukraine were offered on the basis of the cluster analysis by regions. A state programme of informatisation of Kharkiv region was developed.

Keywords: regional development, regional programmes, tourism development strategies, cluster analysis, depressed areas, information technologies in tourism, regional competitiveness.

ВІДГУК**наукового керівника**

на дипломну роботу студента

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П.І.Б. студента у родовому відмінку

__ курсу __ групи (*вказується спеціальність або напрям підготовки*)на тему: "Відродження історико-культурного потенціалу регіону
як один із напрямів політики у галузі туризму"

Розвиткові внутрішнього туризму не у всіх країнах приділяється достатня увага, зокрема, і в Україні, проте щороку його економічне значення зростає. Хоча внутрішній туризм і не забезпечує притоку іноземної валюти, але він поживляє економічну кон'юнктуру, сприяючи розвитку туристичного господарства. Саме тому обрана тема є достатньо актуальною, оскільки організація діяльності підприємств туристичної галузі в Україні є одним з головних важелів розвитку внутрішнього туризму держави.

У дипломній роботі запропоновано комплекс заходів із впровадження нових інструментів організації діяльності учасників туристичного ринку та обґрунтовано необхідність інтеграції різнофункціональних електронних систем, що є одним із елементів наукової новизни, що можна віднести до безумовних переваг дослідження. До інших позитивних сторін слід додати чітку структурованість викладеного матеріалу, орієнтацію роботи на розв'язання практичних завдань діяльності підприємства – бази практики, наявність посилань на нормативно-правові джерела, що регламентують діяльність туристичної галузі в Україні та країнах-партнерах.

Недоліком роботи є те, що автор не навів розрахунків ефективності впровадження пропонованих онлайн-систем, проте з огляду на задачі дослідження (оцінка загальнодержавного стану розвитку галузі) це не можна вважати критичним.

У процесі написання роботи студент показав достатню професійну підготовку, виявив здібності до самостійного опрацювання теоретичного та практичного матеріалу. Дипломна робота виконана на достатньому методичному та професійному рівні і може бути рекомендована до захисту.

к.е.н., доцент

П.І.Б. викладача

РЕЦЕНЗІЯ

на дипломну роботу

П.І.Б. студента у родовому відмінку

"Безпека туристичних подорожей: забезпечення на внутрішньому ринку та досвід міжнародного співробітництва"

Питання безпеки є одним із найголовніших серед усіх складових організації туристичних подорожей. Тривалий час функціонування досліджуваного підприємства на туристичному ринку України дозволив виробити певну схему відносин між основними контрагентами та учасниками схеми створення та реалізації туристичного продукту, проте, як справедливо зауважує автор дипломної роботи, дотепер не існує цілісного уявлення про організацію системи міжнародної безпеки на державному рівні. Тому тема роботи є актуальною. Наприклад, підхід автора до аналізу міжнародної нормативно-правової бази, до складу якої входять договори України із країнами-партнерами в галузі туризму, наочно показав, що питання безпеки в них майже не прописується. Регулювання надзвичайних ситуацій, які так чи інакше виникають в разі подорожей громадян України за кордон, вирішуються у поточному режимі, за ступенем виникнення. Традиційно така робота покладається на офіційні представництва – посольства і консульства, проте часто їх повноваження саме у сфері безпеки туристів чітко не визначені, немає і єдиного плану дій, розробленого для тієї чи іншої ситуації. Також, на жаль, не приділяється достатньої уваги попередній підготовці менеджерів туристичних напрямків саме з боку обізнаності щодо загального стану справ у країні, куди прямують туристи. Відповідні пропозиції автора, викладені у третьому розділі дипломної роботи, мають практичну значущість з огляду на все зазначене.

Також слід особливо відмітити високий рівень написання другого розділу дипломної роботи. Комплексний аналіз основних фінансово-економічних показників ТОВ "7 морів" дозволяє простежити основні тенденції функціонування підприємства упродовж ряду років; висновки і пропозиції автора дипломної роботи є достатньо обґрунтованими.

У цілому робота виконана на достатньо високому методичному рівні, запропоновані рекомендації можуть мати практичну значущість, тому рецензія є позитивною.

Заступник директора ТОВ "7 морів" _____ П.І.Б. посадової особи

ДОВІДКА

Видана П.І.Б. студента у давальному відмінку для подання Державній екзаменаційній комісії Харківського національного економічного університету імені Семена Кузнеця.

Наступним свідчимо, що інформація, надана ТОВ "7 морів", є достовірною.

Заступник директора _____ (прізвище, ініціали)
посада *підпис*

16 травня 2014 р.

ДОВІДКА

**про використання результатів, окремих пропозицій
та рекомендацій, отриманих в ході досліджень
за темою "Державне регулювання туристичної галузі України"**

Довідкою підтверджується, що наукові результати досліджень П.І.Б. студента у родовому відмінку щодо визначення головних тенденцій формування світового ринку туристичних послуг, концептуального підходу до впровадження комплексних стратегій регіонального розвитку в Україні були використані у процесі роботи над поточними проектами назва відділу, організації або підприємства.

Довідка видана без фінансових зобов'язань перед автором.

Директор _____ (прізвище, ініціали)
посада *підпис*

" _____ " 20__ р.

The documents of Annex G are to be written in Ukrainian.

Content and logic structure of the graduation thesis

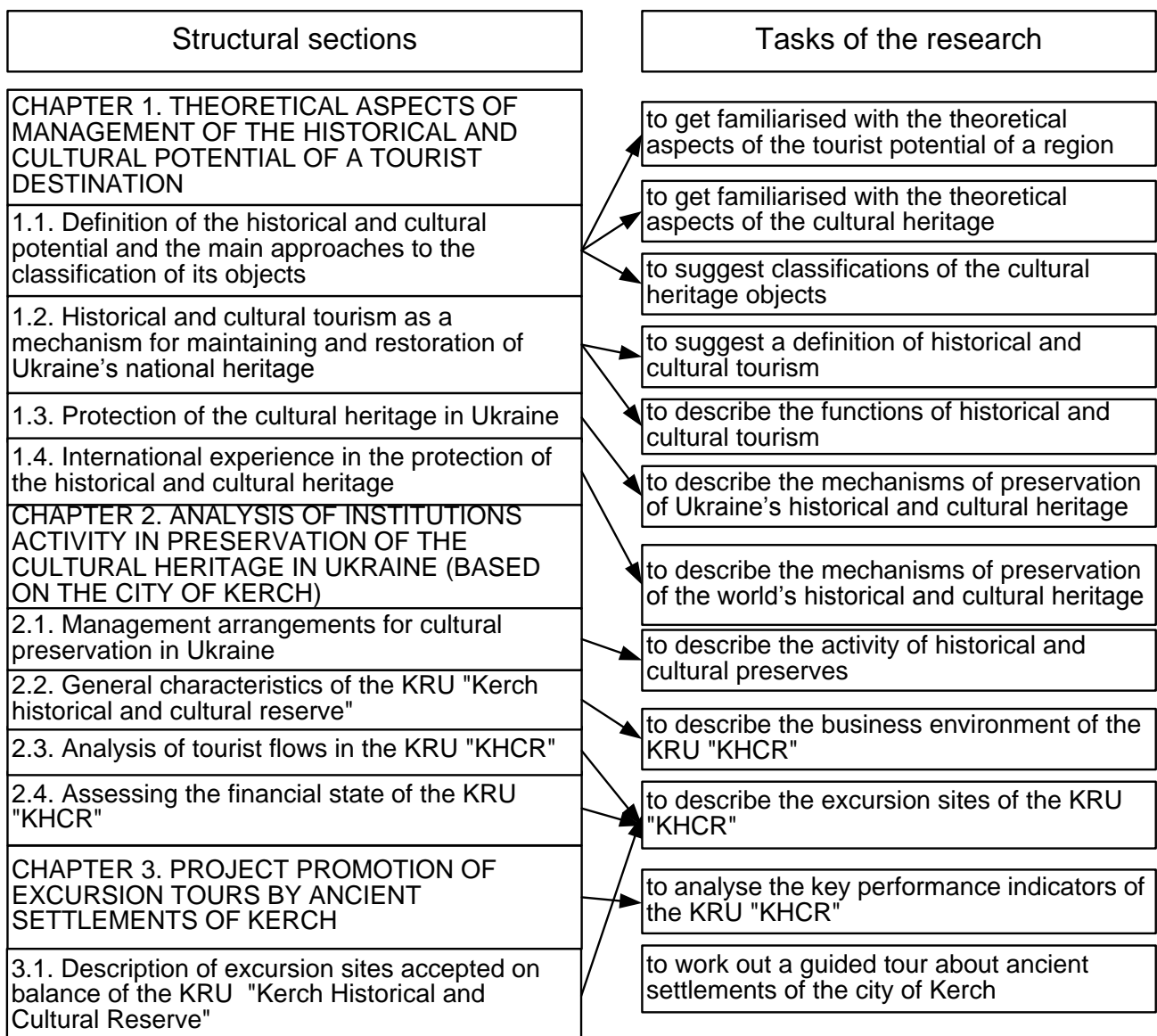
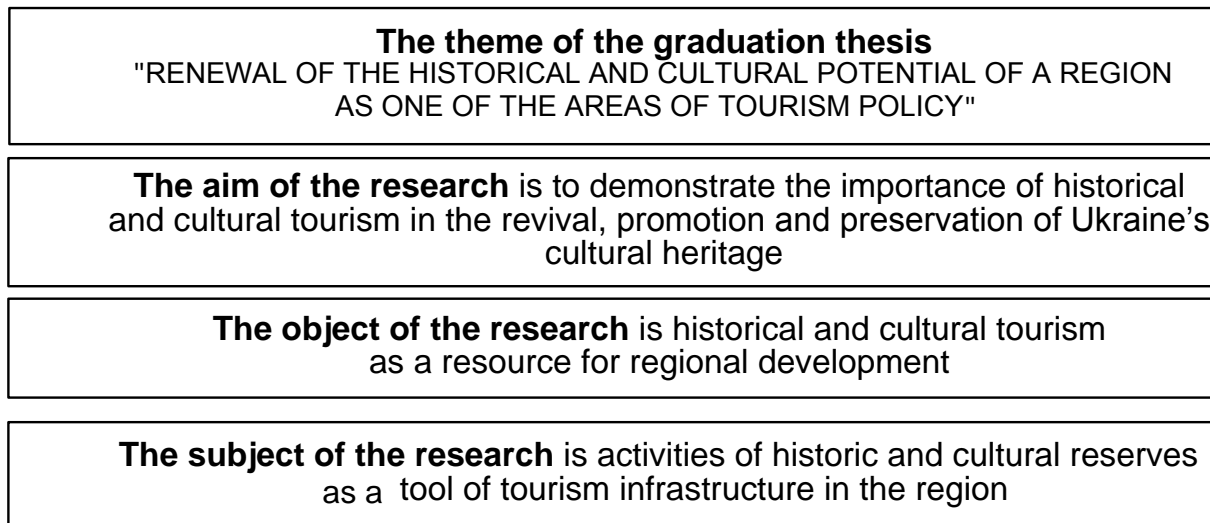


Fig. 3.1. The structural and logical scheme of the research

A sample application form for a diploma work theme
(to be written in Ukrainian)

Зав. кафедри туризму
к.е.н., проф. Єрмаченку В. Є.
студента 4 курсу групи 6.06.67.07.01
напряму підготовки 6.140103
П.І.Б. студента у родовому відмінку

ЗАЯВА

Прошу затвердити тему дипломної роботи: "Державне регулювання туристичної галузі України".

Науковим керівником прошу призначити к.е.н., доц. Зиму О.Г.

Дата

Підпис студента

Підпис наукового керівника

A handwritten application is submitted to the subdepartment Head for signature.

Annex J

Table J.1

**Qualification characteristics (competences) of a graduate
of training direction 6.140103 "Tourism"**

Competence cluster	Content of competencies
1	2
Knowledge	<p>A bachelor's degree graduate should know:</p> <ul style="list-style-type: none"> main indicators characterizing the trends of the global tourism market; features of the functioning of the world 's cultural, political and social environment; organisational and economic mechanism for improving the competitiveness of domestic enterprises, particularly those relating to the service sphere; theoretical and practical principles of legal regulation of the national and international tourism industry; scientific basis of the theory of organisational management, especially the regulation of business in the information environment; methods and techniques of marketing research in the sphere of tourism and related industries products circulation; theoretical background of economic security of an enterprise, the principles of calculations of standard indicators and procedures for their maintenance

Table J.1 (the end)

1	2
Skills	A bachelor's degree graduate must be able to
	<p>investigate the dynamics and structure of international tourist flows, distinguish and assess their quality characteristics;</p> <p>analyse competitiveness of the tourism industry, develop, substantiate and implement strategies of foreign economic activity of tourism enterprises;</p> <p>identify areas of improvement of the state policy in the field of tourism with respect to the current geopolitical strategy of country development;</p> <p>work out a strategy for the development of enterprises of the tourism industry, form an information and communication network between different departments of the company and its environment (including governments, social organisations and businesses);</p> <p>develop a competitive tourism product, predict consumer demand in the short- and long-term period;</p> <p>follow trends in market functioning and take appropriate measures in order to avoid possible crises;</p> <p>implement effective investment policies at different levels of the company management</p>
Communication	A bachelor's degree graduate must be able to
	<p>use the acquired practical skills in foreign languages when dealing with contractors and processing foreign sources;</p> <p>use the acquired basic understanding of modern information technologies when formulating a business problem of tourist enterprises to technology industry experts;</p> <p>understand the cross-cultural aspect of the tourist enterprise activity, its social responsibility</p>
Autonomy and responsibility	A bachelor's degree graduate should have such abilities:
	<p>to use the acquired theoretical knowledge and practical skills in order to implement the methodological apparatus of research for solving theoretical and applied problems faced by professionals of the tourism industry;</p> <p>to use the acquired professional knowledge and practical skills in the analysis of national and regional programmes, organisation of tourism activity, provide recommendations for improvement of the tourism industry activity aimed to meet modern needs of domestic producers and major trends in the global tourism industry; in the process of determining the tourist potential of a region for the purpose of its future use in tourism activities and tourist destination strategies development</p>

Table J.2

Social and personal, instrumental and general scientific competences

Social and personal competencies
• understanding and perception of ethical behaviour in relation to other people and the nature (principles of bioethics)
• understanding the need and compliance with healthy lifestyle
• ability to learn
• capacity for criticism and self-criticism
• creativity, capacity for systems thinking
• adaptability and communication
• perseverance
• concern about the quality of the work performed
• tolerance
• environmental literacy
General scientific competences
• basic understanding of the fundamentals of philosophy, psychology, education, contributing to the development of a general level of culture and socialisation, the propensity to ethical values, knowledge of national history, economics and law, understanding of cause-effect relationships of society development and ability to use them in professional and social activities
• basic knowledge of the fundamental branches of mathematics, to the extent necessary for the proficiency in mathematical apparatus implementation of a respective branch of knowledge and ability to use mathematical techniques in the chosen profession
• basic knowledge of science and modern information technology, skills in using software and skills in computer networks, the ability to create databases and use Internet resources
• basic knowledge of the fundamental sciences to the extent necessary for the development of general professional disciplines
• basic knowledge required for learning general professional subjects
Instrumental competences
• ability to effect written and oral communication in the native language
• knowledge of other language(s)
• computer skills
• information management skills
• research skills

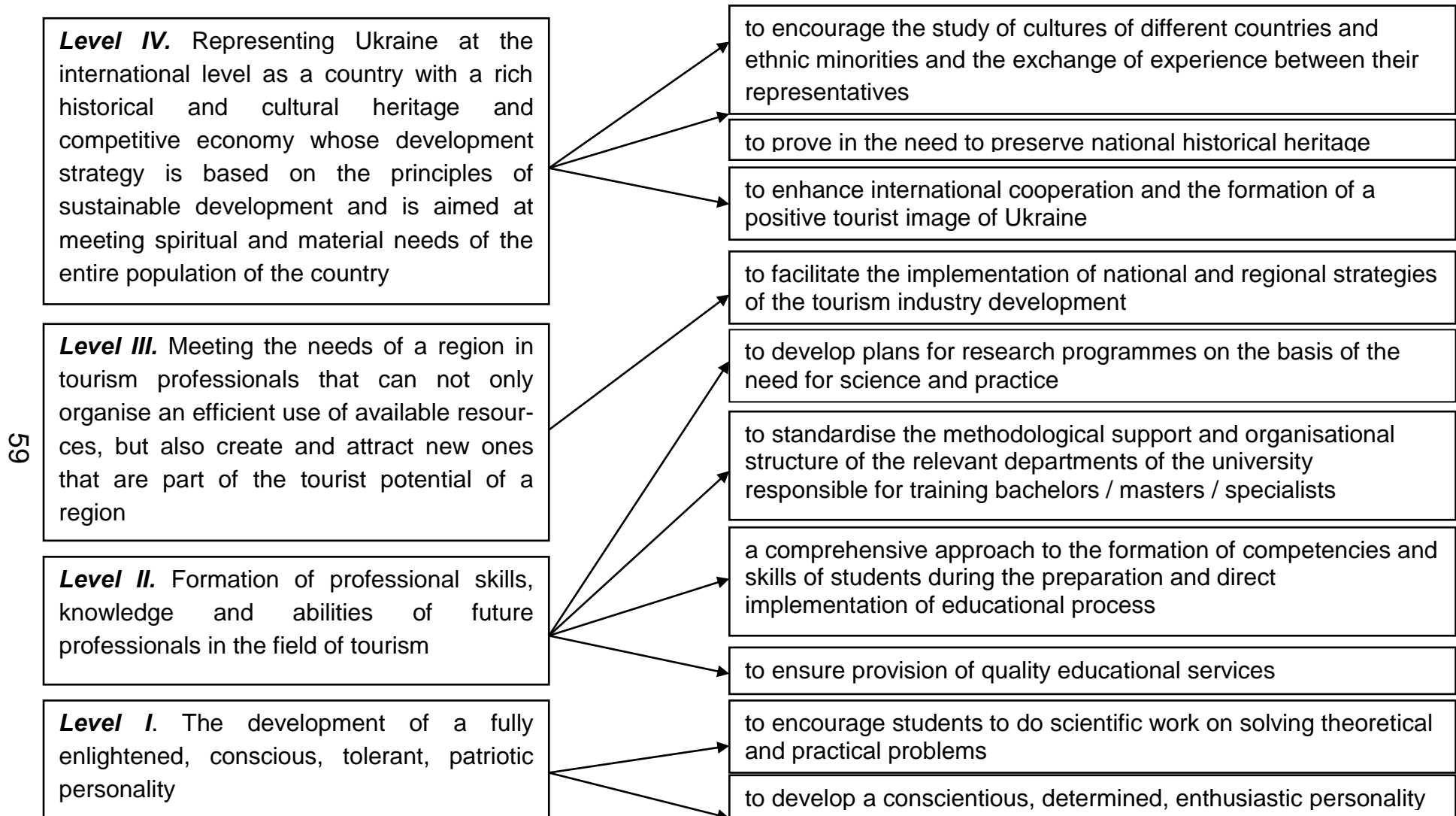


Fig. J.1. The interrelation between the tasks of training specialists in the tourism industry and the levels of implementation of the national policy of pan-European principles of higher education

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EDUCATIONAL EDITION

**Guidelines for drawing up graduation theses
for full-time students
of training direction 6.140103 "Tourism"**

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