

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ХАРКІВСЬКИЙ НАЦІОНАЛЬНИЙ ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ІМЕНІ СЕМЕНА КУЗНЕЦЯ

"ЗАТВЕРДЖУЮ"
Проректор
з навчально-методичної роботи

Каріна НЕМАШКАЛО



Управління конкурентоспроможністю підприємств туристичної галузі

робоча програма навчальної дисципліни

Галузь знань **24 "Сфера обслуговування"**
Спеціальність **242 "Туризм"**
Освітній рівень **перший (бакалаврський)**
Освітня програма **"Туризм"**

Статус дисципліни
Мова викладання, навчання та оцінювання

вибіркова
англійська

Завідувач кафедри
туризму

Олена СУЩЕНКО

Харків
2021

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



Management of competitiveness of tourist industry enterprises

syllabus of the academic discipline

Field of knowledge	24 «Service sector»
Speciality	242 «Tourism»
Educational level	first (bachelor)
Educational programme	Tourism

Discipline status	selective
The language of teaching, learning and rating	English

Head of Department
of *Tourism*

Olena SUSHCHENKO

**Kharkiv
2021**

APPROVED

at a meeting of Department of the Tourism
Protocol № 1 of 30.08.2021

Compiled by:

H. Brusiltseva, PhD in Economics, Associate Professor

N. Pohuda, PhD in Economics, Associate Professor

Letter of renewal and re-approval of the syllabus of the academic discipline

Academic year	Date of the Department of Tourism meeting	Minutes number	Signature of the Head of the Department

Description of the Academic Discipline

Increasing the competitiveness of Ukraine's tourism industry should help increase the performance of other industries, improve financial condition and establish a positive image of the country. The discipline "Management of competitiveness of tourist industry enterprises" is a selective discipline and is studied according to the curriculum of training for bachelor degree 242 "Tourism" for full-time students.

Knowledge of the discipline "Management of competitiveness of tourist industry enterprises" is necessary for the specialist to assess the situation in the market of tourism services, determine the position of the tourism enterprise in the competitive environment of local, regional, national and international levels, forecasting the tourism industry of Ukraine and highlighting its future trends. The study of the course is based on the appropriate level of general knowledge and skills acquired by students in general science, humanities and special disciplines.

The Purpose of the Academic Discipline is forming a system of special knowledge and skills in the area of the methodological basis of managing the competitiveness of tourism enterprises to solve specific economic problems, which arising in the tourism industry in analyzing market activities, as well as developing effective strategies for product promotion.

Characteristics of the discipline

Academic year	4
Semester	7
Number of Credits ECTS	4
Final assessment	Pass

Structural-logical scheme of the discipline

Prerequisites	Postrequisites
Organization of tourist activities	Management and Marketing of Tourism
Organization of tourist trips	
Hotel business	

Competencies and learning outcomes of the discipline

Competence	Learning outcomes
Ability to think critically, analyze and synthesize	Know, understand and be able to use in practice the basic provisions of tourism legislation, national and international standards for tourist services
Ability to search, process and analyze information from various sources	
Ability to plan and manage time	
Ability to work in a team and independently	
Ability to apply knowledge in practical situations	Understand the principles, processes and technologies of organizing the work of the tourism business and its individual subsystems
Ability to analyze the activities of the tourism industry at all levels of management	
Ability to monitor, analyze and systematize tourist information, the ability to present tourist information material	
Ability to cooperate with business partners and clients, the ability to provide effective communication with them	Identify problem situations and suggest ways to solve them

Competence	Learning outcomes
Ability to monitor trends in the functioning of national and world markets for tourism services, establish the relationship between tourism development and socio-economic processes in the country	Perform tasks professionally in uncertain and extreme situations
Develop, substantiate and implement the strategy of foreign economic activity of tourism enterprises.	

The program of the Academic Discipline

Content module 1.

Theoretical and methodological principles of the competitiveness

Theme 1. Theoretical approaches to the definition “competitiveness”

1.1. Features of the terminological approach to the category of competitiveness

Definition of the competitiveness concept by M. Porter. Porter's theory of competitive advantages. An alternative approach to the concept of competitiveness as a system of factors of continuous interaction. Competitiveness as a system category that acts not only as a result but also as a process (Ivanov Yu., Piddubny I.).

1.2. The economic essence of the category "enterprise competitiveness"

Types (levels) of competitiveness depending on the object of orientation: competitiveness of the product (including services as a product), manufacturer (enterprise), industry (national economy); region, country. The relationship between the levels of competitiveness, which are based on the production and economic activities of the enterprises. Functions of competition: regulation, motivation, distribution, control.

1.3. Sustainability of production and economic systems

The concept of balance and homeostasis. Classification of types of stability: according to the functional feature - the stability of technology, technological, organizational, communicative (stability of external relations of the enterprise), socio-psychological, financial, environmental; according to the organizational feature - the study of structural units of the enterprise as elements (subsystems) of its production and economic activities.

1.4. The relationship between the categories of competitiveness of the producer and the national economy

The main schemes of the relationship: 1) improving the state of public finances, increasing revenues to the state budget, including tax; 2) efficient use of resources, reducing the dependence of the country's economy on the import of resources, the introduction of methods for their more efficient use; 3) growth of national production, reduction of inflation and normalization of the country's balance of payments; 4) development of export potential of Ukrainian enterprises, stabilization of the foreign exchange market; 5) reducing the number of potential bankruptcies, maintaining a high level of employment; 6) normalization of the financial and economic condition of enterprises, growth of effective demand, expansion of the volume and scale of investment.

Theme 2. Competitiveness of the national Economy of Ukraine

2.1. Purpose, main tasks, problems and prospects of ensuring the competitiveness of the national economy of Ukraine

Competitiveness of the national economy according to J. Sachs. The importance of the category of external and internal competitiveness at the macro level. Features of competitiveness of the national economy. Stages of implementation of the strategy to increase the competitiveness of

the national economy: formation, approval, innovative growth. The typical scenarios of development: passive expectations, subordination to foreign interests, technological breakthrough, independent integration policy - and the result of their impact on the PCU of Ukraine. The main factors of competitiveness of the national economy taking into account the challenges of globalization. Forms of protectionism: political, economic, technological, financial, commodity, labour. Principles of effective enforcement of the protection of national economy.

2.2. Ukraine in international economic relations: main performance indicators

Dynamics of key macroeconomic indicators. Features of the structure of the domestic market and its dynamics. Geographical and commodity structure of foreign trade in goods and services. Countries of "critical" exports and imports. Balance of payments indicators in comparison with the general level of the country's PCU. Dynamics of Ukraine's external debt.

2.3. Problems of formation of competitiveness of Ukrainian enterprises

Factors of deep structural disproportions of economic recession (1991 - 1998). The main factors of economic growth. Threats to the export model of economic development.

2.4. Strategic approach to increasing the competitiveness of Ukraine

Strategy and principles of ensuring the PCU of the national economy of Ukraine. Sustainable Development Strategy 2030.

Theme 3. Rating system of assessment of the competitiveness of the states

3.1. Global Competitiveness Reports" of the World Economic Forum (GCI)

Calculation method: three components - macroeconomic environment, technology, government institutions; division of states into two groups - key and non-key innovators.

3.2. Yearbook of World Competitiveness" of the Swiss Institute for Management Development (rating IMD)

Methods of calculation: the share of exports and foreign direct investment of the country in the world. The total number of criteria is 320, of which 2/3 are quantitative (objective), 1/3 are surveys (subjective), divided into four groups of indicators: 1) economic results (75 criteria); 2) efficiency of the state (81 criteria); 3) efficiency of entrepreneurship (68 criteria); 4) infrastructure (96 criteria). Scope - developing countries.

3.3. Ukraine's place in the world rating systems in 2021

Easy of doing business in Ukraine. Rankings on Doing Business topics – Ukraine. Human development index. Index of economic freedom. Global innovation index. Global 500 ranking.

3.4. Segmentation of markets based on the Travel and Tourism Competitiveness Index(TTCI)

Overview of the components of the TTCI, sub-indices and the distribution of countries of selected groups by their combinations. Application of cluster analysis methods during calculations according to indicators - internal components of sub-index. Compilation of combined matrices of dependence between the values of different indices of competitiveness assessment.

Theme 4. Levels of the competitiveness and mechanism of their interaction

4.1. Competitiveness of the country

The impact of major trends in the world economic space on the development of international competitiveness. Theoretical approaches to determining the competitiveness of the country. The relationship between the competitiveness of the country and the foreign policy of the state. State regulation of competitiveness.

4.2. Competitiveness of the region

Prerequisites for the emergence of the category of region competitiveness. The current state of macro regional research. Conditions for the emergence of competition within the regions. The main approaches to assess the competitiveness of the region. Features of a comprehensive assessment of the competitiveness of the region.

4.3. Competitiveness of the industry

Prerequisites for the emergence of the category of competitiveness of the industry. Modern tendencies of structural reorganization of branches of national and world economy. Concentration

of the economy as a driving force of industry development and methods of its evaluation.

4.4. Competitiveness of the enterprise

Theoretical principles of enterprise competitiveness. Classification of factors of enterprise competitiveness. Methods of analysis of the activities of major competitors.

4.5. Competitiveness of product

Theoretical background of competitiveness goods (services). Key factors of competitiveness of goods and services. Principles of assessing the competitiveness of goods and services. The main approaches to assessing the competitiveness of goods. Stages of analysis of a competitor's product policy.

Content module 2

Management of the competitiveness of tourist enterprises

Theme 5. Analysis of the external environment of the enterprise

5.1 Environmental factors

The Porter Diamond Theory of National Advantage". Three levels of the hierarchical structure of the systemic relationships of environmental factors: industry, national and world economy.

6.2. Methods of analysis of the external environment

SWOT-analysis. PEST / STEP - method. PIMS- models. "Matrix of judgments".

Theme 6. Analysis of the internal environment of the enterprise

6.1. Factors of the internal environment

Subsystems to ensure the competitiveness of the enterprise: meeting the needs of consumers, the efficiency of production and economic activities. Factors: scientific and technical level, production technology, product quality, labor resources, organizational and economic, random. Influence of synergetic connections between the specified factors on the organization of management of their local groups. The influence of internal environmental factors on the competitiveness of the tourist enterprise: production (basic and additional services), personnel, finance, marketing, innovation.

6.2. Assessment of the level of strategic potential of the enterprise

Method of formalized evaluation of elements by A. Voronkova. Estimation of efficiency of use of strategic potential of the enterprise according to O. Gradov. Strategic resource groups. Opportunities that allow improving the production potential of the enterprise. SNW - method.

Theme 7. Management of competitive advantages of the tourist enterprise

7.1. The essence of the competitive advantages of the enterprise

Approaches to determining the competitive advantage. The main properties of competitive advantages: variability, relativity. Types: internal, external.

7.2. The system of basic principles of managing the competitive advantages of the enterprise

Principles of adaptability, integration, flexibility, dynamism, system and complexity, innovative nature of development processes.

7.3. Competitive advantages and their classification

Definition of competitive advantages: comparative, resource, approach in terms of productivity. Classification of types of competitive advantages: by source of origin, in relation to the system - external, internal; by the degree of reproducibility, the nature of the dynamics - high order (stable), low order (unstable), the means of obtaining - objectively (inherited), learning; by factors and subject (initiator) - market conditions, state policy in the field of competition regulation, activities of competitors and enterprises; by the level of hierarchy - goods, firms, industries, economies; according to the content of the advantage factor - quality of goods (services), price, consumer costs, quality of service; by the method of competition - price, non-price; if possible,

regulated by the enterprise - regulated, unregulated; according to the nature of the goals of the enterprise - strategic, tactical; by role in ensuring a competitive strategy - quality (based on differentiation), cost (based on costs).

7.4. Integrated management system

The concept of integration. Three areas of integration: system integration, management, personnel. The main criteria for assessing the success of integration. The main provisions of the integrated management system.

Theme 8. Competitive strategy of a tourist enterprise

8.1. Strategic potential of the enterprise

The main approaches to the interpretation of potential: resource, structural, target, information. Key definitions, methods of assessing the strategic potential of the enterprise, the advantages and disadvantages of these methodological approaches. Elements of the target function of support of strategic potential: strategy of development of components, strategy of effective use, strategy of development of economic relations in the external environment.

8.2. Criteria for choosing competitive strategies

Criteria for strategy selection: reaction to opportunities / threats of the external environment, gaining competitive advantages, compliance with the goals of the enterprise, feasibility, taking into account the relationships with other strategies. Principles of positioning the company in the external environment: system, dynamism, optimality, scientific and methodological validity, alternative, feedback, constructiveness.

8.3. Types of competitive strategies

Basic competitive strategies: low cost, differentiation, focus. Comparative characteristics of strategies: purpose, basis of competitive advantage, assortment set, production, marketing, means of support. Advantages and disadvantages of strategies. Approaches to strategy according to G. Mintzberg: planned, entrepreneurial, experiential learning.

Theme 9. Methods of the competitiveness assessment of a tourist enterprise

9.1. Classification of methods for assessing competitiveness

Evolution of transformation processes to achieve high competitive advantages (stages of strategic management development): basic financial planning, budget formation; forecast-based planning; planning focused on the external environment using abstract vision; strategic management. Methods of strategic analysis: functional-cost, benchmarking, analysis of business fields, comparative industry analysis, classical comparative analysis.

9.2. Methods based on the analysis of comparative advantages

Research based on the theory of international division of labor. Criteria: estimates of production costs, profit, profit margin, sales, market share.

9.3. Methods based on the theory of equilibrium of the firm and industry

Determining the state of equilibrium. Criteria (factors of production): interest rates on loans, relative cost of purchased equipment, relative wage rates, relative cost of material resources. Assessment of PCBs at the sectoral level by the OECD Committee on the Economic Situation and Development Issues.

9.4. Methods based on the theory of effective competition

Comparative competitiveness. Criteria: indicators of efficiency of production and sales activity of the enterprise; efficiency of production activity; financial stability of the enterprise.

9.5. Methods based on the theory of product quality

Consumer value research. I. Lifitz's competitiveness coefficient according to the method of integrated indicators. The 6 sigma method

9.6. Matrix evaluation methods

The concept of the life cycle of goods, technology, enterprise; experience curve, PIMS (Profit Impact Market Strategy) database. General principles of matrix construction. Examples of models: BCG matrices (Boston Consulting Group), General Electric, Shell - DPM matrix, I. Ansoff,

A.D. Little, M. Porter matrices, strategic position and action assessment matrix (SPACE), space possible strategies according to D. Abel and others. Portfolio analysis.

9.7. Complex methods

Taxonomic analysis. Radar method.

Theme 10. Competitiveness of the tourism industry of Ukraine: problems and prospects

10.1. Levels of competitiveness of tourist industry enterprises

Four levels of competitiveness are equal: 1) production of standardized tourist services; 2) implementation of the experience of advanced enterprises; 3) use of the concept of integrated marketing (anticipation of consumer needs and requirements); 4) management, organization and planning is carried out taking into account the results of market research.

10.2. The main features of tourist enterprises of Ukraine in terms of competitiveness

Correspondence of the tourist enterprises of Ukraine to the first and second level. The main problems of competitiveness of domestic tourism product. Directions for increasing the competitiveness of the tourist product, enterprise, industry, economy.

The list of practical classes, as well as questions and tasks for independent work is given in the table "Rating-plan of the discipline".

Teaching and learning methods

A teaching method comprises the principles and methods used for instruction. Commonly used teaching methods may include class participation, demonstration, recitation, memorization, or combinations of these. The choice of teaching method or methods to be used depends largely on the information or skill that is being taught, and it may also be influenced by the aptitude and enthusiasm of the students.

In the process of teaching for enhancing educational and cognitive activity of students both active and interactive teaching technologies are used, including: lectures of problematic character, mini-lectures, work in small groups, seminars-discussions, brainstorming, case method, presentation, familiarization (initial) games, method of project work, computer simulation, Delphi method, the method of scenarios, banks of visual support.

Distribution of forms and methods to enhance the process of studying by themes of the discipline

Theme	Practical application of teaching technologies
1	2
Theme 1. Theoretical approaches to the definition "competitiveness"	Seminar-discussion and problematic lecture on "The relationship between the categories of competitiveness of the producer and the national economy". Banks of visual support
Theme 2. Competitiveness of the national economy of Ukraine	Mini-lecture on "The importance of competitiveness in tourism sphere". Delphi method. Presentation of results in small groups
Theme 3. Rating system of assessment of the competitiveness of the states	Mini-lecture, seminar-discussion on "The main rating systems of the competitiveness" Presentation of results in small groups
Theme 4. Levels of the competitiveness and mechanism of their interaction	Mini-lecture on "The relationship between the levels of competitiveness of tourist enterprise" Business game "Management of competitiveness" Presentation of results in small groups

Theme 5. Analysis of the external environment of the enterprise	Problematic lecture on "Organizational and legal problems of environment"
Theme 6. Analysis of the internal environment of the enterprise	Problematic lecture on "The impact of internal environment at tourist enterprise". Computer simulation. Case "Motivational component to improve the quality of tourist product"
Theme 7. Management of competitive advantages of the tourist enterprise	Mini-lecture on "The main competitive advantages of tourism company". Familiarization (initial) games
Theme 8. Competitive strategy of a tourist enterprise	Problematic lecture on "Different types of competitive strategies in hospitality"
Theme 9. Methods of the competitiveness assessment of a tourist enterprise	Mini-lecture on "The best method of evaluation the competitiveness in tourism" Case "Activity of the enterprise under risk conditions"
Theme 10. Competitiveness of the tourism industry of Ukraine: problems and prospects	Problematic lecture on "Problems and prospects of Ukrainian's competitiveness"

Using techniques of enhancing the process of learning

The theme of discipline	Practical application of techniques	Techniques of enhancing the process of learning
1	2	3
Theme 1. Theoretical approaches to the definition "competitiveness"	Practical classes "Theoretical and methodological fundamentals of competitiveness"	Work in small groups, brainstorming, presentations
Theme 2. Competitiveness of the national economy of Ukraine	Practical classes «Justification of competitiveness of the national economies»	Seminars-discussions and presentations
Theme 3. Rating system of assessment of the competitiveness of the states	Practical classes "Segmentation of world markets based on the index of WTPI"	Work in small groups, brainstorming, presentations
Theme 4. Levels of the competitiveness and mechanism of their interaction	Practical classes "The relationship between the competitiveness of the country and the product"	Work in small groups, brainstorming, presentations
Theme 5. Analysis of the external environment of the enterprise	Practical classes "The Porter Diamond Theory of National Advantage"	Seminars-discussions

Theme 6. Analysis of the internal environment of the enterprise	Practical classes “The main elements of the internal environment of the enterprise”	Work in small groups, brainstorming
Theme 7. Management of competitive advantages of the tourist enterprise	Practical classes “The choice of competitive advantages depending on the goals of the enterprise”	Work in small groups, presentations
Theme 8. Competitive strategy of a tourist enterprise	Practical classes “Determining the degree of optimality of the current strategy of the organization”	Work in small groups, brainstorming
Theme 9. Methods of the competitiveness assessment of a tourist enterprise	Practical classes “Assessment of the competitiveness of the tourist enterprise”	Work in small groups, brainstorming, presentations
Theme 10. Competitiveness of the tourism industry of Ukraine: problems and prospects	Practical classes “Evaluation of macro-regions with the participation of Ukraine”	Work in small groups, presentations

Procedure for evaluation learning outcomes

The system of evaluation of the developed competencies of students takes into account the types of tasks, which according to the curriculum include lectures, seminars, practical studies, as well as independent work. Assessment of competencies gained by students is based on a 100-point accumulation system. Control procedures include:

the current control during the semester at lectures, practical classes, seminars is estimated by the sum of points (the maximum amount is 100 points; the minimum amount that allows a student to complete the discipline is 60 points);

the final / semester control, conducted in the form of the pass, according to the educational schedule.

The current assessment procedure is carried out in the following forms:

active work in lectures (1 point for each themes) provided that the student actively participates in the discussion of the topic of the lesson, the formation of questions and expressing their views on the topic of the lesson; total number of points - 12;

active participation in the performance of practical tasks (1 point for each themes) - active work in practical classes, provided that the student actively participates in the discussion of the topic of the theme; total number of points – 12.

Forms of current assessment:

presentations of the results of independent work in practical classes on topics № 4, 5, 6, 7; maximum score for each - 5 points (a total of 20 points per semester).

tasks by themes (work at practical classes) (4 points for themes № 1, 2, 3, 5, 6, 8, 9) ; total number of points - 28;

individual surveys. During the semester at the beginning of the practical class there are surveys on topics № 3, 5, 6, 7; maximum score for every 2 points (a total of 8 points per semester);

colloquium. During the semester the student writes 2 colloquia. The maximum number of points for both colloquia is 20 points. The colloquium for the first module includes topics № 1-4; for the second module includes topics № 5-10. The structure of the colloquium: 1) theoretical question (maximum score - 4 points); 2) practical task (maximum score 6 points).

The independent work of the applicant includes: elaboration of theoretical bases of the listened lecture material; study of separate subjects or questions which are provided for independent

working out; homework; preparation for practical classes; preparation for the colloquium; search (selection) of sources for preparation of presentations on the set subjects and performance of individual tasks with use of the software.

A student should be considered certified if the sum of points obtained from the results of the final / semester examination is equal to 100. The minimum possible number of points for current and modular control during the semester is 60. The final grade in the discipline is calculated taking into account the points obtained during the current control of the accumulative system. The total result in points for the semester is: "60 or more points - passed", "59 or less points - failed" and is entered in the test "Statement of success" of the discipline.

Ratings according to this scale include the analysis of data lists of the success, individual student curriculum and other academic documents.

Forms of assessment and distribution of points are given in the table "Rating-plan of the discipline".

Rating assessment on the scale: national and ECTS

Total score on a 100 point scale	ECTS Assessment scale	National scale	
		for exam, differentiated test, course project (work), practice, training	for pass
90 – 100	A	excellent	pass
82 – 89	B	good	
74 – 81	C		
64 – 73	D		
60 – 63	E	satisfactory	non pass
35 – 59	FX	unsatisfactory	

Rating plan of the discipline

Theme	Forms and types of education		Forms of evaluation	Max mark
Theme 1	<i>Auditorian work</i>			
	Lecture	Lecture on the theme “Theoretical approaches to the definition “competitiveness”	Work during the lecture	1
	Practical classes	Practical classes “Theoretical and methodological fundamentals of competitiveness”	The active participation in the performance of practical tasks	1
			Tasks by theme	4
	<i>Independent work</i>			
Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check		
me m	<i>Auditorian work</i>			

	Lecture	Lecture on the theme “Competitiveness of the national economy of Ukraine”	Work during the lecture	1
	Practical classes	Practical classes «Justification of competitiveness of the national economies”	The active participation in the performance of practical tasks	1
			Tasks by theme	4
	<i>Independent work</i>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check	
Theme 3	<i>Auditorian work</i>			
	Lecture	Lecture on the theme “Rating system of assessment of the competitiveness of the states”	Work during the lecture	2
	Practical classes	Practical classes “Segmentation of world markets based on the index of WTPI”	The active participation in the performance of practical tasks	2
			Tasks by theme	4
			Individual surveys	2
	<i>Independent work</i>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check	
Theme 4	<i>Auditorian work</i>			
	Lecture	Lecture on the theme “Levels of the competitiveness and mechanism of their interaction”	Work during the lecture	2
	Practical classes	Practical classes “The relationship between the competitiveness of the country and the product”	The active participation in the performance of practical tasks	2
			Presentations	5
	COLLOQUIUM for CONTENT MODULE 1		Colloquium	10
	<i>Independent work</i>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check	

Theme 5	<i>Auditorian work</i>			
	Lecture	Lecture on the theme “Analysis of the external environment of the enterprise”	Work during the lecture	1
	Practical classes	Practical classes “The Porter Diamond Theory of National Advantage”	The active participation in the performance of practical tasks	1
			Presentations	5
			Tasks by theme	4
			Individual surveys	2
	<i>Independent work</i>			
Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check		
Theme 6	<i>Auditorian work</i>			
	Lecture	Lecture on the theme “Analysis of the internal environment of the enterprise”	Work during the lecture	1
	Practical classes	Practical classes “The main elements of the internal environment of the enterprise”	The active participation in the performance of practical tasks	1
			Tasks by theme	4
			Presentations	5
			Individual surveys	2
	<i>Independent work</i>			
Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check		
Theme 7	<i>Auditorian work</i>			
	Lecture	Lecture on the theme “Management of competitive advantages of the tourist enterprise”	Work during the lecture	1
	Practical classes	Practical classes “The choice of competitive advantages depending on the goals of the enterprise”	The active participation in the performance of practical tasks	1

			Presentations	5
			Individual surveys	2
	<i>Independent work</i>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check	
Theme 8	<i>Auditorian work</i>			
	Lecture	Lecture on the theme “Competitive strategy of a tourist enterprise”	Work during the lecture	1
	Practical classes	Practical classes “Determining the degree of optimality of the current strategy of the organization”	The active participation in the performance of practical tasks	1
			Tasks by theme	4
	<i>Independent work</i>			
		Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check
Theme 9	<i>Auditorian work</i>			
	Lecture	Lecture on the theme “Methods of the competitiveness assessment of a tourist enterprise”	Work during the lecture	1
	Practical classes	Practical classes “Assessment of the competitiveness of the tourist enterprise”	The active participation in the performance of practical tasks	1
			Tasks by theme	4
	<i>Independent work</i>			
		Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check
Theme 10	<i>Auditorian work</i>			
	Lecture	Lecture on the theme “Competitiveness of the tourism industry of Ukraine: problems and prospects”	Work during the lecture	1
	Practical classes	Practical classes “Evaluation of macro-regions with the participation of Ukraine”	The active participation in the performance of practical tasks	1
		COLLOQUIUM for CONTENT MODULE 2	Colloquium	10
	<i>Independent work</i>			

	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check	
			Total	100

Recommended Literature

Main:

1. Дмитрієв І.А. Конкурентоспроможність підприємства : навчальний посібник / І.А. Дмитрієв, І.М. Кирчата, О.М. Шершенюк. – Х. : ФОРМ БРОВІН О.В., 2020. - 340 с.
2. Юхименко П.І. Конкурентоспроможність підприємства : підручник / П.І. Юхименко, М.В. Вихор, Ю.С. Гринчук, Н.В. Коваль, Л.П. Хахула, О.І. Шемігон та ін.; за заг. ред. д. е. н., професора, академіка НААН України А. С. Даниленка. - Київ : Центр учбової літератури, 2020. - 320 с.

Ancillary:

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