

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
KYIV NATIONAL UNIVERSITY TECHNOLOGY AND DESIGN

Approved by the scientific council  
Chairman of the Academic Council of KNUTD

\_\_\_\_\_ Ivan GRISHCHENKO

(Minutes of "\_\_\_" \_\_\_\_ 2022\_ №\_\_)

**EDUCATIONAL AND PROFESSIONAL PROGRAM**

**TOURISM**

Level of higher education    first (bachelor's) \_\_\_\_\_

Degree of Higher Education    Bachelor`s Degree \_\_\_\_\_

Field of knowledge                    24 Tourism \_\_\_\_\_

Specialty                    242 Tourism \_\_\_\_\_

Qualification                    Bachelor of Tourism \_\_\_\_\_

Kyiv 2021

Letter of approval

Educational and professional program

TOURISM

Level of higher education \_\_\_ first (bachelor's) \_\_\_\_\_

Degree of higher education \_\_\_ Bachelor \_\_\_\_\_

Area of knowledge \_\_\_\_\_ 24 Service area \_\_\_\_\_

Specialty \_\_\_ 242 Tourism \_\_\_\_\_

**Vice-rector for scientific and pedagogical activities (educational activities)**

\_\_\_\_\_  
(date) (signature) **Oksana MORGULETS**

**Approved by the Academic Council of the Faculty of Economics and Business**

Protocol from " \_\_\_ " \_\_\_\_\_ 20\_\_ № \_\_\_\_\_

**Dean of the Faculty economy and business**

\_\_\_\_\_  
(date) (signature) **Alexandra OLSHANSKY**

**Discussed and recommended at the meeting of the department economics and services**

Protocol from " \_\_\_ " \_\_\_\_\_ 20\_\_ № \_\_\_\_\_

**Head of Department economics and services**

\_\_\_\_\_  
(date) (signature) **Alyona MELNIK**

**Guarantor of the educational program**

\_\_\_\_\_  
(date) (signature) **Natalia BORETSKA**

Put into effect by the order of KNUTD from " \_\_\_ " \_\_\_\_\_ 20\_\_ year № \_\_\_\_\_.

## PREFACE

DEVELOPED: Kyiv National University of Technology and Design

DEVELOPERS:

Guarantor of the educational program

**Boretska Natalia Petrovna** Doctor of Economics, Professor, Professor of the Department of Economics and Services of Kyiv National University of Technology and Design

Members of the working group:

**Shevchenko Oleg Alexandrovich**, Ph.D., Associate Professor Department of Economics and Services, Kyiv National University of Technology and Design

**Zaritska Nadiya Mykolayivna**, Ph.D., Associate Professor, Associate Professor of Economics and services of Kyiv National University of Technology and Design

**Romanchenko Nikita Vyacheslavovich**, student of BMTB-1-19 group Faculty of Economics and Services Kyiv National University of Technology and Design

## REVIEWS OF EXTERNAL STAKEHOLDERS:

- 1) Goncharenko Olena Oleksiivna, Director, Candidate of Economic Sciences, Associate Professor of NEPOSEDA LLC
- 2) Popenko Nina Fedorovna Director of Mir-Service LLC
- 3) PrCEopenko Olga Leonidovna Director of PE "Olva-Tour"

## 1. Profile of the educational and professional program Tourism

<b>1 - General information</b>	
<b>Full name of the institution of higher education and structural unit</b>	Kyiv National University of Technology and Design Department of Economics and Services
<b>Degree of higher education and qualification in the original language</b>	Higher education level - first (bachelor's) Degree of higher education - bachelor Field of knowledge - 24 Scope of service Specialty - 242 Tourism
<b>Type of diploma and scope of educational program</b>	Bachelor's degree, single, 240 ECTS credits / 180 ECTS credits for a reduced period of study.
<b>Availability of accreditation</b>	-
<b>Cycle / level</b>	The National Qualifications Framework of Ukraine is the sixth level
<b>Prerequisites</b>	Complete general secondary education or undergraduate degree (junior specialist). According to The University recognizes and recalculates ECTS credits received within the framework of the previous educational program for the preparation of a junior bachelor (junior specialist) according to the standard of higher education in the specialty based on the degree of junior bachelor (OQR junior specialist).
<b>Language (s) of instruction</b>	Ukrainian
<b>Term of the educational program</b>	Until 2025
<b>Internet address of the permanent post of the description of the educational program</b>	<a href="http://knutd.edu.ua/ekts/">http://knutd.edu.ua/ekts/</a>
<b>2 - The purpose of the educational program</b>	
<p>Training of specialists with basic knowledge of the functioning and development of socio-economic systems for the formation of economic and managerial thinking, effective communicative interaction, socialization of the individual, their culture, active citizenship. The main goals of the program are: formation of general and professional competencies for the successful implementation of professional activities in the field of recreation and tourism.</p>	
<b>3 - Characteristics of the educational program</b>	
<b>Subject area</b>	The program is focused on the formation of applicants' competencies for the acquisition of deep knowledge, skills and abilities in the specialty. Compulsory training modules - 75%, of which: disciplines of general training - 30%, vocational training - 44%, practical training - 13%, learning a foreign language - 13%. Disciplines of free choice of students - 25%, selected from the university catalog in accordance with the approved procedure at the University.
<b>Orientation of the educational program</b>	Educational and professional program for bachelor's degree. Educational and professional the program provides dynamic, integrative and interactive learning that is implemented on the basis of organization of a joint process of cognition, when knowledge is acquired in joint activities through dialogue, discussions, round tables, analysis of specific situations, application of the method of "brainstorming", etc.

<b>The main focus of the program</b>	Emphasis is placed on the formation and development of professional competencies in the field of tourism and tourism industry; in study of theoretical and methodological provisions, organizational and practical tools.
<b>Features of the educational program</b>	<p>Program offers a comprehensive approach to the management of a modern enterprise in the field of tourism and implements it through training and practical training. This program allows students to gain the necessary skills and experience in economics and management, marketing, finance and reporting of travel agencies.</p> <p>The program develops the prospects of professional training in the field of tourism, taking into account the specific features of the functioning of enterprises in the tourism industry and the service sector.</p> <p>The program is taught in Ukrainian language, some components of the program are taught in English.</p>
<b>4 - Suitability of graduates for employment and further study</b>	
<b>Suitability for employment</b>	The graduate can be employed at enterprises, organizations and institutions operating in the field of tourism and services, namely: in tour operators, travel agencies, travel companies, small and medium-sized tourism service enterprises; in travel agencies of any organizational and legal form in the positions of junior specialists and specialists in the fields of operational management (logistics), sales and marketing, personnel management, other positions related to the implementation of specific management functions (organizer of tourist and hotel activities; travel service specialist; consultant on the organization of tourist activities; specialist-analyst in the study of the market of tourist services; tourist route development manager; advertising managers; specialist in methods of expanding the market for tourist products; tourism inspector).
<b>Further training</b>	Possibility to study according to the educational-scientific or educational-professional program of the second (master's) level of higher education.
<b>5 - Teaching and assessment</b>	
<b>Teaching and learning</b>	<p>Student-centered and problem-oriented learning, learning through industrial practice and self-study are used. The system of teaching methods is based on the principles of purposefulness, binary - active direct participation of research and teaching staff and students of higher education.</p> <p>Forms of organization of the educational process: lecture, seminar, practical, laboratory classes, practical training, independent work, consultation, development of professional work.</p>
<b>Evaluation</b>	Oral and written exams, testing, essays, presentations, reports, tests, term papers.
<b>6 - Program competencies</b>	
<b>Integral competence(IC)</b>	Ability to comprehensively solve complex professional problems and practical problems in the field of tourism and recreation both in the learning process and in the process of work, which involves the application of theories and methods of science that shape tourism, and are characterized by complexity and uncertainty.

<b>General competencies (GC)</b>	GC1	Ability to exercise their rights and responsibilities as a member of society, to realize the values of civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine.
	GC2	Ability to preserve and increase moral, cultural, scientific values and achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, techniques and technologies. active recreation and healthy living.
	GC3	Ability to act socially responsibly and consciously.
	GC4	Ability to think critically, analyze and synthesize.
	GC5	The desire to preserve the environment.
	GC6	Ability to search, process and analyze information from various sources.
	GC7	Ability to work in an international context.
	GC8	Skills in the use of information and communication technologies.
	GC9	Ability to identify, formulate and solve problems.
	GC10	Ability to communicate in the state language.
	GC11	Ability to communicate in a foreign language.
	GC12	Interpersonal skills.
	GC13	Ability to plan and manage time.
	GC14	Ability to work in a team and independently.
	GC15	Ability to show initiative and entrepreneurship.
	GC16	Ability to evaluate and ensure the quality of work performed.
<b>Professional competencies (PC)</b>	PC1	Knowledge and understanding of the subject area and understanding of the specifics of professional activity
	PC2	Ability to apply knowledge in practical situations.
	PC3	Ability to analyze the recreational and tourist potential of the territories.
	PC4	Ability to analyze the activities of the tourism industry at all levels of government.
	PC5	Understanding of current trends and regional priorities of tourism development in general and its individual forms and types.
	PC6	Understanding of the processes of organization of tourist trips and complex tourist services (hotel, restaurant, transport, excursion, recreational).
	PC7	Ability to develop, promote, sell and organize the consumption of a tourist product.
	PC8	Understanding of principles, processes and technologies of the organization of work of the subject of the tourist industry and its subsystems.
	PC9	Ability to ensure the safety of tourists in ordinary and complex force majeure.

	PC10	Ability to monitor, interpret, analyze and systematize tourist information, the ability to present tourist information material.
	PC11	Ability to use information technology and office equipment in the work of tourism enterprises.
	PC12	Ability to determine individual tourist needs, use modern technologies of tourist services and conduct pretentious work.
	PC13	Ability to cooperate with business partners and clients, the ability to provide effective communication with them.
	PC14	Ability to work in an international environment based on a positive attitude towards dissimilarity to other cultures, respect for diversity and multiculturalism, understanding of local and professional traditions of other countries, recognition of intercultural issues in professional practice.
	PC15	Ability to act in the legal field, to be guided by the law.
	PC16	Ability to work with documentation and perform settlement operations by a tourism business entity.
<b>7 - Program learning outcomes</b>		
<b>Knowledge and understanding:</b>		
PLO1	Know, understand and be able to use in practice the basic provisions of tourism law, national. and international standards for tourist services.	
PLO2	Know, understand and be able to use in practice the basic concepts of tourism theory, organization of the tourism process and tourism activities of the market of tourism services, as well as worldviews and related sciences.	
PLO3	Know and understand the basic forms and types of tourism, their division.	
<b>Application of knowledge and understanding (skills):</b>		
PLO4	Explain the features of the organization of recreational and tourist space.	
PLO5	Analyze the recreational and tourist potential of the territory.	
PLO6	Apply in practice the principles and methods of organization and technology of tourist services.	
PLO7	Develop, promote and sell a tourism product.	
PLO8	Identify tourist documentation and be able to use it properly.	
PLO9	Organize the process of customer service for tourism services based on the use of modern information, communication and service technologies and compliance with quality standards and safety standards.	
PLO10	Understand the principles, processes and technologies of organizing the work of the tourism business and its individual subsystems (administrative, managerial, socio-psychological, economic, technical and technological).	
PLO11	To speak the state and foreign language (s) at a level sufficient for professional activity.	
PLO12	Apply skills of productive communication with consumers of tourist services.	
PLO13	Establish links with experts in tourism and other industries.	
PLO14	Show respect for individual and cultural diversity.	
PLO15	To be tolerant of alternative principles and methods of performing professional tasks.	
PLO16	Act in accordance with the principles of social responsibility and civic consciousness.	
PLO17	Manage your studies for self-realization in the professional tourism field.	
<b>Formation of judgments:</b>		
PLO18	Adequately assess their knowledge and apply it in various professional situations.	
PLO19	It is argued to defend their views in solving professional problems.	
PLO20	Identify problem situations and suggest ways to solve them.	
PLO21	Make informed decisions and be responsible for the results of their professional	

	activities.
PLO22	Professionally perform tasks in uncertain and extreme situations.
PLO23	Defend their own principles and positions on solving complex problems in the field of tourism.
<b>8 - Resource support for program implementation</b>	
<b>Staffing</b>	All scientific and pedagogical workers who provide educational and professional program by qualification, correspond to the profile and direction of the disciplines taught; have the necessary experience of pedagogical work and experience of practical work. In the process of organizing training, professionals with experience in research, management, innovation, creative and professional work, foreign lecturers are involved.
<b>Logistics</b>	Logistics allows to fully ensure the educational process throughout the training cycle of the educational program. The condition of the premises is certified by sanitary and technical passports that comply with current regulations.
<b>Information and educational and methodological support</b>	The program is fully provided with an educational and methodological complex of all components of the educational program, the availability of which is presented in the modular environment of the educational process of the University.
<b>9 - Academic mobility</b>	
<b>National mobility credit</b>	Provides for the possibility of academic mobility for some components of the educational program, ensuring the acquisition of general competencies.
<b>International mobility credit</b>	The program develops prospects for participation and internships in research projects and academic mobility programs abroad. Performed in an active research environment, is mobile under the program "Double Diploma" in Poland.
<b>Training of foreign applicants for higher education</b>	Training of foreign applicants for higher education is carried out according to accredited educational programs.



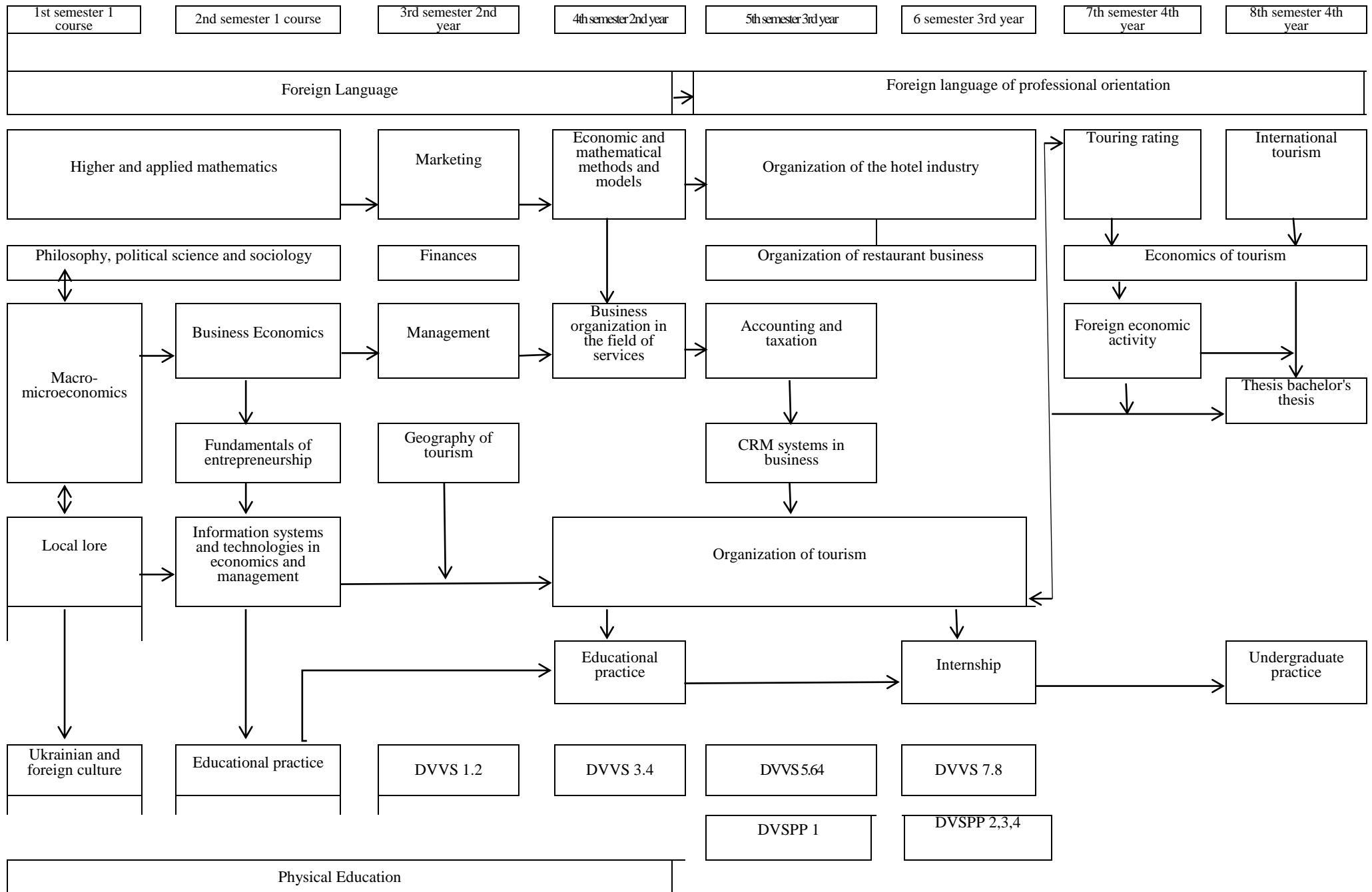
## 2. The list of components of the educational-professional program and their logical sequence

2.1 List of components of the educational-professional program (first (bachelor's) level of higher education)

Code n / a	Components of the educational program (academic disciplines, term papers (projects), practices, qualification work)	Number of loans	Form of final control
1	2	3	4
<b>Mandatory components of the OP</b>			
General training cycle			
CE 1	Ukrainian and foreign culture	3	test
CE 2	Foreign Language	12	exam
CE 3	Business Ukrainian	3	test
CE 4	Philosophy, political science and sociology	6	exam
CE 5	Foreign language of professional orientation	12	exam
CE 6	Higher and applied mathematics	9	exam
CE 7	Physical education <sup>1</sup>	3 / 9-	test
Total from cycle 48			
Cycle of professional training			
CE 8	Macro-microeconomics	6	exam
CE 9	Local lore	3	exam
CE 10	Fundamentals of entrepreneurship	6	exam
CE 11	Business Economics	6	exam
CE 12	Information systems and technologies in economics and management	3	test
CE 13	Finances	3	exam
CE 14	Marketing	6	exam
CE 15	Management	3	exam
CE 16	Geography of tourism	3	exam
CE 17	Business organization in the field of services	3	exam
CE 18	Economic and mathematical methods and models	3	exam
CE 19	Organization of tourism	9	exam
CE 20	Accounting and taxation	3	exam
CE 21	CRM systems in business	3	exam
CE 22	Organization of the hotel industry	6	exam
CE 23	Organization of restaurant business	6	exam
CE 24	Economics of tourism	6	exam
CE 25	Tour rating	6	exam
CE 26	Foreign economic activity	6	exam
CE 27	International tourism	6	exam
CE 28	Educational practice	6	test
CE 29	Educational practice	6	test
CE 30	Internship	6	test
CE 31	Undergraduate practice	6	test
CE 32	Diploma bachelor's degree work	12	certification
Total from the cycle 132			
<b>The total amount of required components</b>		<b>180</b>	
<b>Selective components of the educational program</b>			
DFCS	Disciplines of free choice of students	60	test
<b>The total amount of sample components</b>		<b>60</b>	
<b>TOTAL VOLUME OF THE EDUCATIONAL PROGRAM</b>		<b>240</b>	

<sup>1</sup>- non-credit discipline in 2, 3, 4 semesters.

## 2.2 Structural and logical scheme of bachelor's degree educational and professional program Tourism the specialty 242 Tourism



3. Form of certification of applicants for higher education

<b>Forms of certification of applicants for higher education</b>	Attestation of the graduate of the educational program is carried out in the form of the complex examination on a specialty and protection of the diploma bachelor's degree work.
<b>Document of higher education</b>	State diploma on awarding a bachelor's degree with a qualification: Bachelor of Tourism.

#### 4. Matrix of compliance of program competencies to the components of the educational-professional program

	LC1	GC2	GC3	GC4	GC5	GC6	GC7	GC8	GC9	GC10	GC11	GC12	GC13	GC14	GC15	GC16	PC1	PC2	PC3	PC4	PC5	PC6	PC7	PC8	PC9	PC10	PC11	PC12	PC13	PC14	PC15	PC16			
CE1		+				+				+																		+							
CE2							+				+																			+		+			
CE3			+			+				+																				+		+			
CE4	+	+	+																+												+				
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CE24				+					+								+									+									
CE25	+		+						+			+	+					+						+	+					+					



## 5. Matrix for providing software learning outcomes with relevant components of educational and professional programs

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PLO 13	PLO 14	PLO 15	PLO 16	PLO 17	PLO 18	PLO 19	PLO 20	PLO 21	PLO 22	PLO 23	
CE1											+													
CE2											+													
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CE23	+	+				+			+												+			
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CE25			+			+	+			+		+												
CE26	+									+											+			
CE27	+		+					+					+	+		+		+						+

<b>CE28</b>	+		+											+				+					
<b>CE29</b>																		+					
<b>CE30</b>	+		+													+				+			
<b>CE31</b>		+				+		+	+								+	+					
<b>CE32</b>	+	+		+						+									+	+			+

