

Annotations of elective courses for the first (bachelor's) level, specialty 242 "Tourism and Recreation"

(2nd year)

Geo-Urban Studies and Regional Studies

Course Description: An academic discipline studying the spatial organization of cities, patterns of their development, and interaction with regional systems. Covers theoretical and practical aspects of urbanization, urban planning, and regional development.

Objective: To develop students' systematic understanding of urbanization processes, principles of territorial organization of cities, and methods of regional development analysis.

Learning Outcomes: PLO01. Know, understand and be able to use in practice basic concepts from tourism theory, organization of tourism process and tourism activities of market subjects. PLO02. Know, understand and be able to use in practice basic concepts of geography and spatial planning of territories. PLO16. Identify problem situations and suggest ways to solve them. PLO17. Manage own learning for self-realization in the professional tourism sphere.

Prerequisites: Basic knowledge of geography, economics, and sociology.

Demographics and Ethnography

Course Description: Study of population reproduction patterns, its structure, distribution and migration, as well as characteristics of ethnic groups, their culture and traditions.

Objective: To develop a comprehensive understanding of demographic processes and ethnocultural diversity of society.

Learning Outcomes: PLO04. Explain the features of recreational and tourist space organization. PLO14. Show respect for individual and cultural diversity. PLO15. Show tolerance to alternative principles and methods of performing professional tasks. PLO16. Act in accordance with the principles of social responsibility and civic consciousness.

Prerequisites: Basic knowledge of sociology and cultural studies.

Excursion Services

Course Description: Study of theory and practice of excursion activities organization, methods of conducting various types and forms of excursions.

Objective: To prepare professionals capable of professionally organizing and conducting various types of excursions.

Learning Outcomes: PLO06. Apply principles and methods of organization and technology of tourist service in practical activities. PLO08. Identify tourism documentation and be able to use it correctly. PLO11. Master state and foreign language(s) at a level sufficient for professional

activities. PLO18. Adequately assess own knowledge and apply it in various professional situations.

Prerequisites: Basic knowledge of history, cultural studies, and tourism fundamentals.

Green Tourism

Course Description: Study of theoretical and practical aspects of ecological and rural tourism organization, principles of sustainable tourism development.

Objective: To develop competencies in organizing and developing green tourism considering ecological and social aspects.

Learning Outcomes: PLO05. Analyze recreational and tourism potential of territories. PLO09. Organize the process of serving tourism service consumers based on modern information, communication and service technologies, following quality standards and safety norms. PLO13. Establish connections with experts in tourism and other industries. PLO21. Make informed decisions and take responsibility for professional activity results.

Prerequisites: Basic knowledge of ecology and tourism fundamentals.

History of Resort Business

Course Description: Study of historical development of resort business, formation and evolution of resort centers, methods of spa treatment.

Objective: To develop systematic knowledge about historical development of resort business and understanding of current industry trends.

Learning Outcomes: PLO03. Know and understand main forms and types of tourism, their classification. PLO05. Analyze recreational and tourism potential of territories. PLO17. Manage own learning for self-realization in the professional tourism sphere. PLO19. Argumentatively defend own views in solving professional tasks.

Prerequisites: Basic knowledge of history and tourism geography.

History of Hospitality Development

Course Description: Study of hospitality industry evolution from ancient times to present, including development of hotel business and restaurant industry.

Objective: To form a comprehensive understanding of historical development of hospitality sphere and current industry trends.

Learning Outcomes: PLO01. Know, understand and be able to use in practice basic concepts from tourism theory. PLO03. Know and understand main forms and types of tourism, their classification. PLO10. Understand principles, processes and technologies of tourism business entity organization and its subsystems. PLO20. Identify problem situations and suggest ways to solve them.

Prerequisites: Basic knowledge of history and hospitality industry fundamentals.

Congress and Exhibition Activities

Course Description: Study of theory and practice of organizing congresses, conferences, exhibitions, and other business events.

Objective: To develop professional competencies in organizing and managing congress and exhibition activities.

Learning Outcomes: PLO06. Apply principles and methods of organization and technology of tourist service in practical activities. PLO07. Develop, promote and implement tourism product. PLO09. Organize the process of serving tourism service consumers based on modern technologies. PLO13. Establish connections with experts in tourism and other industries.

Prerequisites: Basic knowledge of management and marketing.

Urban Tourism

Course Description: Study of specifics of tourism activities organization in urban environment, features of urban tourism products and services.

Objective: To develop competencies in urban tourism development and management.

Learning Outcomes: PLO04. Explain the features of recreational and tourist space organization. PLO05. Analyze recreational and tourism potential of territories. PLO07. Develop, promote and implement tourism product. PLO21. Make informed decisions and take responsibility for professional activity results.

Prerequisites: Basic knowledge of urban studies and tourism fundamentals.

Museum Tourism

Course Description: Study of theory and practice of tourism activities organization related to visiting museums and cultural institutions.

Objective: To develop professional competencies in museum tourism and cultural-cognitive activities.

Learning Outcomes: PLO02. Know, understand and be able to use in practice basic concepts from tourism theory. PLO14. Show respect for individual and cultural diversity. PLO15. Show tolerance to alternative principles and methods of performing professional tasks. PLO18. Adequately assess own knowledge and apply it in various professional situations.

Prerequisites: Basic knowledge of art history and museum studies.

World Religions and Culture

Course Description: Study of major world religions, their influence on cultural development and civilization, features of religious tourism.

Objective: To develop understanding of world's religious diversity and its impact on cultural development of humanity.

Learning Outcomes: PLO14. Show respect for individual and cultural diversity. PLO15. Show tolerance to alternative principles and methods of performing professional tasks. PLO16. Act in accordance with the principles of social responsibility and civic consciousness. PLO19. Argumentatively defend own views in solving professional tasks.

Prerequisites: Basic knowledge of cultural studies and history.

Tourism Geopolitics

Course Description: Study of geopolitical factors' influence on tourism development, international tourist flows, and tourism policy of states.

Objective: To develop understanding of relationship between geopolitical processes and international tourism development.

Learning Outcomes: PLO10. Understand principles, processes and technologies of tourism business entity organization and its subsystems. PLO13. Establish connections with experts in tourism and other industries. PLO16. Act in accordance with the principles of social responsibility and civic consciousness. PLO20. Identify problem situations and suggest ways to solve them.

Prerequisites: Basic knowledge of tourism geography and international relations.

Tourism Resource Studies

Course Description: Study of natural, historical-cultural, and socio-economic tourism resources, methods of their evaluation and use.

Objective: To develop systematic knowledge about tourism resources and skills for their effective use in tourism activities.

Learning Outcomes: PLO04. Explain the features of recreational and tourist space organization. PLO05. Analyze recreational and tourism potential of territories. PLO07. Develop, promote and implement tourism product. PLO21. Make informed decisions and take responsibility for professional activity results.

Prerequisites: Basic knowledge of geography and ecology.

(3rd year)

HR Management in the Industry

Course Description: Study of principles and methods of personnel management in the tourism industry, including recruitment, training, evaluation, and staff development.

Objective: Formation of competencies in effective human resource management in tourism organizations.

Program Results: PR09. Organize the process of serving tourism service consumers based on the use of modern technologies. PR12. Apply skills of productive communication with tourism service consumers. PR16. Act in accordance with principles of social responsibility and civic consciousness. PR18. Adequately assess one's knowledge and apply it in various professional situations.

Prerequisites: Basic knowledge of management and psychology.

Gastronomic Tourism

Course Description: Study of the peculiarities of organizing gastronomic tours, culinary traditions of different regions, and their use in tourism products.

Objective: Formation of professional competencies in organizing and developing gastronomic tourism.

Program Results: PR02. Know, understand, and be able to use basic concepts from tourism theory in practice. PR07. Develop, promote, and implement tourism products. PR14. Show respect for individual and cultural diversity. PR20. Identify problematic situations and propose ways to solve them.

Prerequisites: Basic knowledge of tourism organization and restaurant business.

Event Technologies in Tourism

Course Description: Study of theory and practice of organizing events in tourism, including planning, implementation, and evaluation of event effectiveness.

Objective: Formation of professional competencies in developing and implementing event projects in the tourism sphere.

Program Results: PR06. Apply principles and methods of organization and technology of tourist service in practical activities. PR07. Develop, promote, and implement tourism products. PR09. Organize the process of serving tourism service consumers. PR21. Make informed decisions and take responsibility for the results of professional activities.

Prerequisites: Basic knowledge of tourism management and marketing.

Economics of Hospitality Enterprises

Course Description: Study of economic fundamentals of hospitality enterprises functioning, methods of analyzing their economic activity, and ways to improve efficiency.

Objective: Formation of systematic knowledge in hospitality enterprise economics and skills in economic analysis of their activities.

Program Results: PR08. Identify tourism documentation and be able to use it correctly. PR10. Understand the principles, processes, and technologies of organizing the work of tourism business entities. PR16. Act in accordance with principles of social responsibility and civic consciousness. PR20. Identify problematic situations and propose ways to solve them.

Prerequisites: Basic knowledge of economics and hospitality fundamentals.

Castle Tourism

Course Description: Study of peculiarities of organizing tourism activities based on castle complexes, their historical and cultural potential, and specifics of tourist service.

Objective: Formation of professional competencies in organizing and developing castle tourism.

Program Results: PR04. Explain features of organizing recreational and tourism space. PR05. Analyze recreational and tourism potential of territories. PR14. Show respect for individual and cultural diversity. PR17. Manage one's learning for self-realization in the professional tourism sphere.

Prerequisites: Basic knowledge of history, cultural studies, and tourism fundamentals.

Communication Management

Course Description: Study of theory and practice of communication management in tourism organizations, including internal and external communications.

Objective: Formation of effective communication skills and management of communication processes in tourism business.

Program Results: PR11. Master state and foreign languages at a level sufficient for professional activities. PR12. Apply skills of productive communication with tourism service consumers. PR13. Establish connections with experts in tourism and other industries. PR19. Argumentatively defend one's views in solving professional tasks.

Prerequisites: Basic knowledge of management and communication psychology.

Medical Tourism

Course Description: Study of medical tourism organization specifics, including peculiarities of serving tourists traveling for medical purposes.

Objective: Formation of professional competencies in organizing and developing medical tourism.

Program Results: PR01. Know, understand, and be able to use basic concepts from tourism theory in practice. PR06. Apply principles and methods of organization and technology of tourist service in practical activities. PR09. Organize the process of serving tourism service consumers. PR21. Make informed decisions and take responsibility for the results of professional activities.

Prerequisites: Basic knowledge of tourism organization and medical fundamentals.

MICE Tourism

Course Description: Study of business tourism organization peculiarities, including meetings, incentive events, conferences, and exhibitions.

Objective: Formation of professional competencies in organizing and managing various forms of business tourism.

Program Results: PR06. Apply principles and methods of organization and technology of tourist service in practical activities. PR07. Develop, promote, and implement tourism products. PR13. Establish connections with experts in tourism and other industries. PR21. Make informed decisions and take responsibility for the results of professional activities.

Prerequisites: Basic knowledge of tourism management and business event organization.

Tourism Services Consumer Behavior

Course Description: Study of theoretical and practical aspects of consumer behavior in tourism, factors influencing decision-making, and models of consumer behavior.

Objective: Formation of understanding of tourism services consumer psychology and skills in managing consumer behavior.

Program Results: PR09. Organize the process of serving tourism service consumers. PR12. Apply skills of productive communication with tourism service consumers. PR15. Show tolerance to alternative principles and methods of performing professional tasks. PR20. Identify problematic situations and propose ways to solve them.

Prerequisites: Basic knowledge of psychology and marketing.

Project Analysis in Tourism

Course Description: Study of methodology for analyzing and evaluating tourism projects, including financial, economic, social, and environmental aspects.

Objective: Formation of skills in comprehensive analysis and evaluation of tourism projects efficiency.

Program Results: PR08. Identify tourism documentation and be able to use it correctly. PR10. Understand the principles, processes, and technologies of organizing the work of tourism business

entities. PR16. Act in accordance with principles of social responsibility and civic consciousness. PR21. Make informed decisions and take responsibility for the results of professional activities.

Prerequisites: Basic knowledge of economics and tourism management.

Business Communication Psychology

Course Description: Study of psychological aspects of business communication, techniques of effective communication, and interaction in professional environment.

Objective: Formation of effective business communication skills and psychological competence in professional communication.

Program Results: PR11. Master state and foreign languages at a level sufficient for professional activities. PR12. Apply skills of productive communication with tourism service consumers. PR14. Show respect for individual and cultural diversity. PR19. Argumentatively defend one's views in solving professional tasks.

Prerequisites: Basic knowledge of psychology and communication fundamentals.

Industry Conflict Psychology

Course Description: Study of conflict nature in tourism industry, methods of prevention and resolution, strategies of conflict management.

Objective: Formation of skills in managing conflict situations in professional activities.

Program Results: PR12. Apply skills of productive communication with tourism service consumers. PR15. Show tolerance to alternative principles and methods of performing professional tasks. PR16. Act in accordance with principles of social responsibility and civic consciousness. PR20. Identify problematic situations and propose ways to solve them.

Prerequisites: Basic knowledge of psychology and management.

Recreational and Entertainment Technologies in Tourism

Course Description: Study of theory and practice of organizing recreational and entertainment activities in tourism, technologies of creating animation programs.

Objective: Formation of competencies in developing and implementing recreational and entertainment programs in tourism.

Program Results: PR06. Apply principles and methods of organization and technology of tourist service in practical activities. PR07. Develop, promote, and implement tourism products. PR09. Organize the process of serving tourism service consumers. PR17. Manage one's learning for self-realization in the professional tourism sphere.

Prerequisites: Basic knowledge of tourism organization and animation activities.

Tourism Specialist Self-Management

Course Description: Study of principles and methods of self-organization, personal work planning, time management, and self-development of tourism industry specialists.

Objective: Formation of effective self-management skills and professional self-development.

Program Results: PR17. Manage one's learning for self-realization in the professional tourism sphere. PR18. Adequately assess one's knowledge and apply it in various professional situations. PR19. Argumentatively defend one's views in solving professional tasks. PR21. Make informed decisions and take responsibility for the results of professional activities.

Prerequisites: Basic knowledge of management and psychology.

Sports Tourism

Course Description: Study of theory and practice of sports tourism organization, safety techniques, methods of conducting sports tourism events.

Objective: Formation of competencies in organizing and conducting sports tourism events of various complexity categories.

Program Results: PR06. Apply principles and methods of organization and technology of tourist service in practical activities. PR09. Organize the process of serving tourism service consumers. PR16. Act in accordance with principles of social responsibility and civic consciousness. PR21. Make informed decisions and take responsibility for the results of professional activities.

Prerequisites: Basic knowledge of tourism organization and physical education.

Negotiation Organization Training

Course Description: Practical study of techniques and strategies for conducting business negotiations in the tourism sphere.

Objective: Formation of practical skills in effective negotiation in professional activities.

Program Results: PR11. Master state and foreign languages at a level sufficient for professional activities. PR12. Apply skills of productive communication with tourism service consumers. PR13. Establish connections with experts in tourism and other industries. PR19. Argumentatively defend one's views in solving professional tasks.

Prerequisites: Basic knowledge of communication psychology and management.

Tourism Logistics

Course Description: Study of principles and methods of managing tourist flows, transport support, and logistics infrastructure in tourism.

Objective: Formation of competencies in managing logistics processes in tourism activities.

Program Results: PR08. Identify tourism documentation and be able to use it correctly. PR09. Organize the process of serving tourism service consumers. PR10. Understand the principles, processes, and technologies of organizing the work of tourism business entities. PR20. Identify problematic situations and propose ways to solve them.

Prerequisites: Basic knowledge of tourism management and transport services.

Tourist Regions of Ukraine

Course Description: Study of tourist-recreational zoning of Ukraine, features and potential of different tourist regions of the country.

Objective: Formation of systematic knowledge about tourist regions of Ukraine and their resource potential.

Program Results: PR04. Explain features of organizing recreational and tourism space. PR05. Analyze recreational and tourism potential of territories. PR07. Develop, promote, and implement tourism products. PR17. Manage one's learning for self-realization in the professional tourism sphere.

Prerequisites: Basic knowledge of tourism geography and local studies.

(4th year)

Anti-Crisis Activities of Tourism Enterprise

Course Description: The discipline is aimed at forming a system of theoretical knowledge and practical skills in anti-crisis management of tourism enterprises, recognition of crisis phenomena, and development of anti-crisis measures.

Objective: Formation of competencies in diagnosing crisis situations, developing and implementing effective anti-crisis strategies in tourism enterprises activities.

Program Results: PR01. Know, understand, and be able to use in practice the main provisions of tourism legislation, national and international standards for tourist service. PR17. Manage one's learning for self-realization in the professional tourism sphere. PR20. Identify problematic situations and propose ways to solve them.

Prerequisites: Tourism Economics, Management, Tourism Service Organization.

Investment Management in Tourism

Course Description: Study of theoretical and practical aspects of investment activity management in tourism industry, methods of evaluating investment projects and risks.

Objective: Formation of knowledge system regarding investment activity management of tourism enterprises and investment decision-making skills.

Program Results: PR07. Develop, promote, and implement tourism products. PR10. Understand the principles, processes, and technologies of organizing the work of tourism business entities and its individual subsystems. PR16. Show tolerance to alternative principles and methods of performing professional tasks.

Prerequisites: Tourism Economics, Enterprise Finance, Management.

Personnel Management in Tourism

Course Description: Study of theory and practice of personnel management in tourism industry, methods of selection, development, and motivation of employees.

Objective: Formation of competencies in effective human resource management in tourism organizations.

Program Results: PR12. Apply skills of productive communication with tourism service consumers. PR14. Show respect for individual and cultural diversity. PR15. Show tolerance to alternative principles and methods of performing professional tasks.

Prerequisites: Management, Psychology.

Corporate Tourism Management

Course Description: Study of peculiarities of managing corporate structures in tourism, principles of corporate governance and organizational culture.

Objective: Formation of systematic understanding of corporate governance principles and management decision-making skills in corporate tourism structures.

Program Results: PR10. Understand the principles, processes, and technologies of organizing the work of tourism business entities and its individual subsystems. PR16. Act in accordance with principles of social responsibility and civic consciousness. PR18. Adequately assess one's knowledge and apply it in various professional situations.

Prerequisites: Management, Tourism Economics, Tourism Service Organization.

Fundamentals of Consumerism in Tourism

Course Description: Study of fundamentals of tourism services consumer rights protection, principles of responsible consumption, and ethical aspects of tourism activities.

Objective: Formation of understanding of tourism services consumer rights and mechanisms of their protection.

Program Results: PR01. Know, understand, and be able to use in practice the main provisions of tourism legislation. PR12. Apply skills of productive communication with tourism service consumers. PR16. Act in accordance with principles of social responsibility and civic consciousness.

Prerequisites: Law Studies, Tourism Service Organization.

Fundamentals of Project and Grant Work

Course Description: Study of methodology for project development and grant application preparation in tourism sphere.

Objective: Formation of practical skills in project development and grant writing for tourism industry.

Program Results: PR07. Develop, promote, and implement tourism products. PR17. Manage one's learning for self-realization in the professional tourism sphere. PR21. Make informed decisions and take responsibility for the results of professional activities.

Prerequisites: Fundamentals of Scientific Research, Management.

Legal Regulation of Tourism Industry

Course Description: Study of normative-legal base of tourism industry functioning, mechanisms of legal regulation of tourism activities.

Objective: Formation of knowledge system about legal foundations of tourism activities and skills in applying legal norms.

Program Results: PR01. Know, understand, and be able to use in practice the main provisions of tourism legislation. PR16. Act in accordance with principles of social responsibility and civic consciousness. PR21. Make informed decisions and take responsibility for the results of professional activities.

Prerequisites: Law Studies, Tourism Service Organization.

Practicum on Tourism Services Promotion and Sales

Course Description: Practical mastering of methods and technologies for promoting and selling tourism services, including digital marketing.

Objective: Formation of practical skills in promoting and selling tourism services using modern technologies.

Program Results: PR07. Develop, promote, and implement tourism products. PR12. Apply skills of productive communication with tourism service consumers. PR13. Establish connections with experts in tourism and other industries.

Prerequisites: Tourism Marketing, Information Systems and Technologies.

Psychology of Tourism Activities and Conflict Management

Course Description: Study of psychological aspects of tourism activities and methods of conflict management in tourism business.

Objective: Formation of skills in psychological interaction with clients and personnel, management of conflict situations.

Program Results: PR12. Apply skills of productive communication with tourism service consumers. PR14. Show respect for individual and cultural diversity. PR15. Show tolerance to alternative principles and methods of performing professional tasks.

Prerequisites: Psychology, Tourism Service Organization.

Standardization, Certification, and Licensing in Tourism Industry

Course Description: Study of system of standardization and certification of services in tourism, procedures for licensing tourism activities.

Objective: Formation of knowledge about technical regulation system in tourism and skills in working with normative documentation.

Program Results: PR01. Know, understand, and be able to use in practice the main provisions of tourism legislation. PR08. Identify tourism documentation and be able to use it correctly. PR10.

Understand the principles, processes, and technologies of organizing the work of tourism business entities.

Prerequisites: Legal Regulation of Tourism Activities, Tourism Service Organization.

Risk Management in Tourism

Course Description: Study of methods for identifying, evaluating, and managing risks in tourism activities.

Objective: Formation of competencies in risk management in tourism business.

Program Results: PR10. Understand the principles, processes, and technologies of organizing the work of tourism business entities. PR20. Identify problematic situations and propose ways to solve them. PR21. Make informed decisions and take responsibility for the results of professional activities.

Prerequisites: Management, Tourism Economics.

Strategic Management in Tourism

Course Description: Study of theory and practice of strategic management of tourism enterprises, methods of strategic analysis and planning.

Objective: Formation of strategic thinking skills and development of strategies for tourism enterprises.

Program Results: PR10. Understand the principles, processes, and technologies of organizing the work of tourism business entities. PR17. Manage one's learning for self-realization in the professional tourism sphere. PR21. Make informed decisions and take responsibility for the results of professional activities.

Prerequisites: Management, Tourism Economics, Tourism Marketing.

Insurance in Tourism

Course Description: Study of insurance system in tourism industry, types of insurance products, and mechanisms of insurance protection.

Objective: Formation of knowledge about insurance system in tourism and skills in working with insurance products.

Program Results: PR01. Know, understand, and be able to use in practice the main provisions of tourism legislation. PR08. Identify tourism documentation and be able to use it correctly. PR16. Act in accordance with principles of social responsibility and civic consciousness.

Prerequisites: Legal Regulation of Tourism Activities, Tourism Economics.

Technology and Organization of Health Resort Complex Services

Course Description: Study of the specifics of health resort service organization, technologies of providing health and wellness services.

Objective: Development of knowledge about health resort service organization and skills in developing wellness tours.

Program Learning Outcomes: PLO05. Analyze recreational and tourism potential of territories. PLO07. Develop, promote and implement tourism products. PLO09. Organize the process of serving tourism service consumers based on the use of modern information technologies.

Prerequisites: Tourism Service Organization, Geography of Tourism.

Tourism Product Sales Technology

Course Description: Study of technologies and methods of selling tourism products, including online sales and customer service.

Objective: Development of practical skills in selling tourism products and customer service.

Program Learning Outcomes: PLO07. Develop, promote and implement tourism products. PLO12. Apply skills of productive communication with tourism service consumers. PLO19. Argumentatively defend one's views in solving professional tasks.

Prerequisites: Tourism Marketing, Tourism Service Organization.

Change Management and Leadership in Tourism

Course Description: Study of theory and practice of organizational change management, development of leadership qualities in tourism business.

Objective: Formation of competencies in change management and leadership potential development in the tourism industry.

Program Learning Outcomes: PLO10. Understand the principles, processes and technologies of organizing the work of a tourism business entity. PLO15. Show tolerance to alternative principles and methods of performing professional tasks. PLO17. Manage one's learning for self-realization in the professional tourism sphere.

Prerequisites: Management, Psychology of Management.

Franchising in Tourism

Course Description: Study of theoretical and practical aspects of franchising in tourism business, specifics of creating and managing a franchise network.

Objective: Development of knowledge about franchising mechanisms and skills in organizing franchise business in tourism.

Program Learning Outcomes: PLO07. Develop, promote and implement tourism products. PLO10. Understand the principles, processes and technologies of organizing the work of a tourism business entity. PLO21. Make informed decisions and take responsibility for the results of one's professional activities.

Prerequisites: Tourism Economics, Management, Legal Regulation of Tourism Activities.

Pricing in Tourism

Course Description: Study of principles and methods of pricing tourism services, pricing factors and pricing strategies.

Objective: Formation of competencies in developing and implementing pricing policy of a tourism enterprise.

Program Learning Outcomes: PLO07. Develop, promote and implement tourism products. PLO10. Understand the principles, processes and technologies of organizing the work of a tourism business entity. PLO19. Argumentatively defend one's views in solving professional tasks.

Prerequisites: Tourism Economics, Tourism Marketing.