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**INTERNATIONAL EUROPEAN
UNIVERSITY**



**EUROPEAN SCHOOL
OF BUSINESS**

Tourism Studies: Introduction to the Specialty

Tourism EP

2024



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1 Course title and educational program

Tourism Studies: Introduction to the Specialty
Tourism EP

2 Course description

The Tourism Studies: Introduction to the Specialty discipline provides students with the necessary theoretical knowledge of the fundamentals of tourism and serves both an educational and applied purpose. It examines the main theoretical principles of modern tourism, highlighting its multidimensional nature as a social phenomenon, an economic sector, a type of economic activities, and a profession. The discipline explores social functions of tourism, as well as factors and conditions affecting its development. It defines the classification of tourism, subjects and objects of the travel industry and tourism activities. It also reveals forms and means of regulating tourism activities.

3 Prerequisites for study

To fulfill objectives and achieve the goal of the Tourism Studies: Introduction to the Specialty discipline, students should apply knowledge acquired when studying the following disciplines: History of Tourism, Geography of Tourism and Recreation, Tourist Country Studies, etc.

4 Number of credits/hours

4 ECTS credits / 120 academic hours

5 Mode of study

Blended learning

6 Classroom location

<https://dist.ieu.edu.ua/course/view.php?id=703>

7 Lecturer's full name

Liudmyla Aleksieienko-Lemovska, PhD in Pedagogy, Associate Professor, Professor at the Department of Tourism, Social Sciences and Humanities

8 Department

Department of Tourism, Social Sciences and Humanities:





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9	Office location
42V Akademika Hlushkova Ave., Kyiv, room 504	
10	Consulting
Every Thursday from 1:30 p.m. to 3 p.m. by appointment via corporate e-mail	
11	Lecturer's e-mail address
lyudmilalemovska@ieu.edu.ua	
12	Course objectives
<p>The key goal of the course is to provide students with the scientific understanding of the fundamentals of tourism, identify its patterns and factors of development, and, based on this, provide a solid theoretical foundation for training highly qualified tourism professionals, broadening their worldview, and fostering a new tourism-oriented mindset. Course objectives introduce students to: theoretical and methodological foundations of tourism; categories and key concepts of tourism; history and determinants of tourism development.</p>	
13	The role of the academic discipline in achieving program learning outcomes
<p>PLO 3. To know and understand key forms and types of tourism and their distribution. PLO 4. To explain the particularities of the organization of recreation and tourist space. PLO 5. To analyze the recreation and tourism potential of the territory. PLO 10. To understand principles, processes and technologies of work organization of tourist business entities and their individual subsystems (administrative, managerial, social, psychological, economic, technical and technological). PLO 11. To know state and foreign languages at the level sufficient for professional activities. PLO 14. To show respect for individual and cultural diversity. PLO 15. To show tolerance for alternative principles and methods of performing professional tasks. PLO 16. To act in accordance with the principles of social responsibility and civic awareness. PLO 17. To manage your own study for self-fulfillment in the professional tourism sector. PLO 21. To make reasoned decisions and take responsibility for the results of your professional activities.</p>	
14	Learning outcomes

Acquired knowledge will allow students to:

- identify key issues in tourism development in Ukraine and worldwide;
- analyze the current state of tourism and forecast its development trends;
- systematize scientific approaches to analyzing the development and functioning of tourism.

15 Course content

- Topic 1. Tourism studies as a system of sciences.
- Topic 2. Key concepts and definitions of tourism as an activity area.
- Topic 3. Statistical definition of tourism and sources of tourism information.
- Topic 4. Development of global tourism.
- Topic 5. Factors of tourism development.
- Topic 6. Motivation and travel system in tourism.
- Topic 7. Tourism resources.
- Topic 8. Tourism industry.

16 Books and materials

1. O.A. Aleksieienko. Fundamentals of Tourism: Study Guide for Tourism and Recreation Students. Kyiv: University Publishing House, 2023. – 320 p.
2. O.O. Liubitseva. Tourism Studies: Introduction to the Specialty. Textbook / O.O. Liubitseva, V.K. Babarytska. Kyiv: Kyiv University, 2022. – 335 p.
3. V.Y. Pestushko. Tourism. Introduction to the Specialty: Study Guide. K.: NAU, 2015. – 276 p.
4. O.A. Sushchenko. Fundamentals of Recreation and Tourism: Study Guide / O.A. Sushchenko, K.H. Naumik, et al. S. Kuznets KhNUE, 2019. – 218 p.
5. Tourism in the Context of Globalization: Features and Development Prospects. Monograph / Edited by M.O. Kyzym, Doctor of Economics, Professor; V.Y. Yermachenko, PhD in Economics, Professor. Kh.: INZHEK Publishing House, 2018. – 472 p.

17 Course technical requirements

To work on the Tourism Studies: Introduction to the Specialty course, you will need regular access to a computer (or phone) and the Internet. To successfully study and pass the course exam, you should initially explore online platforms (Moodle or Classroom) and study all folders that already contain or will contain information or materials for the course. You will also need to create and upload documents, upload the accomplished task, as well as watch or create videos. Online platforms can only be accessed using a corporate email. If you are unable to access the course, you should inform the Dean's Office, your class representative, or the course lecturer directly.

18 Learning process

The Tourism Studies: Introduction to the Specialty course consists of lectures and practical classes. Lectures use the following training methods: lecture, conversation lecture, discussion, discussion of problematic issues, demonstration, analysis of various situations according to the lecture topic. Practical classes use the following training methods: questioning, presentations, test assignments, discussions, modeling, analysis of specific situations, case studies, business game, discussion, debates, information and communication technologies, brainstorming, heuristic question method, Socratic method, interviewing, etc.

QR Code:



19 Discipline features

Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/professional training/elective
1 semester	2 nd semester	available	1 st year	Professional training

As part of discipline teaching, one carries out current and final control of students' knowledge.

The final grade is given according to the total rating of students.

<https://ieu.edu.ua/docs/pol-mark-esb.pdf>.

20 Assessment policy

According to the results of current control during a semester, students can obtain 100 points maximally, the minimum sum of points allowing students to pass the discipline is 60 points.

Maximum amount of points for the following types of assessment:

- ✓ module 1 = 50 points;
- ✓ module 2 = 50 points;
- ✓ exam = 100 points.

Correlation between national and ECTS grades and student rating:

<https://ieu.edu.ua/docs/pol-mark-esb.pdf>

21 Grading scale

National and ECTS grading scale

Sum of points for all types of educational activities	ECTS grade	Grade according to the national scale	
		for exam, term paper, practical training	for Pass/Fail test
90-100	A	excellent	pass
82-89	B	good	
74-81	C	satisfactory	
66-73	D		
60-65	E		
30-59	FX	fail with possible repeated pass	fail with possible repeated pass
1-29	F	fail with obligatory repeated learning of the discipline	fail with obligatory repeated learning of the discipline

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22 How to find out your grade

To check your grades for tasks and read your lecturer's comments, you should check appropriate tabs on the Moodle or Classroom distance learning platform.

You can also obtain information about your grades directly from the course lecturer via corporate e-mail or by appointment on consulting days (room 504).

23 Course policy

To ensure fruitful learning and cognitive activities of students while studying the discipline, one holds relevant lectures in the form of presentations, group work, and discussion seminars.

During classes and at the University, students should respect lecturers, staff, and other students, attend classes according to the schedule, come on time, and not leave classes without lecturer's permission. All academic assignments should be performed by the deadlines.

The teaching staff should constantly advance their professional level, teaching skills, general culture, as well as provide students with appropriate conditions for learning educational programs according to the requirements for the content, level and capacity of education, and encourage their comprehensive professional development.

24 Grading scale

Lecturers should follow the curriculum, not be late for classes, not allow any manifestations of corruption, discrimination, bullying, harassment and infringement of the students' rights.

Students who miss the current control for *valid reasons* confirmed by documents have the right to take current control **within two weeks** after returning to studying.

Students who have missed classes *without valid reasons*, have not participated in current control activities, have not liquidated academic failure are not admitted to the final semester control of this discipline. In this case, an academic staff member puts a mark 'non-admission' in the exam record.

Repeated taking of the exam in the discipline is appointed in case of accomplishing all types of educational, independent (individual) work stipulated by the working program of the academic discipline and is carried out according to the approved schedule of academic failure liquidation.

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All participants in the educational process rely on the academic integrity principles.

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Late task performance, correction of grades, making up missed classes

Tasks should be submitted via Classroom or Moodle by the deadlines stipulated in the course schedule on our website. Most tasks should be performed by 9 a.m. on the day of the next class to coordinate them with the course content and group activities. It is best practice to perform tasks as soon as possible after receiving them so that you have enough time to take an active part in the class.

If you need more time to perform the task, flexible deadlines are available. Completed tasks will be accepted until full credit until the last scheduled class in the discipline. Afterwards, the 40% partial credit based on the grade will be awarded within a week after the last day of class. Tasks that are not submitted at all will receive 0. If you are going to miss classes for more than one week due to illness or other reasons, please contact your lecturer to arrange alternative options for performing tasks.

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Late task performance, correction of grades, making up missed classes

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Lecturer's response time

Via corporate e-mail, within 24 hours.

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Efficient communication

Efficient communication is a two-way street!

Therefore, the main recommendations for efficient communication include: corporate e-mail directly to the course lecturer; personal communication with classmates via social media/corporate e-mails/mobile phones; communication directly in the course on Moodle or Classroom distance platforms; and a face-to-face meeting with the lecturer on consulting days.

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Policy of publication and distribution of course materials

Students are not allowed to post, publish, sell, or otherwise publicly distribute course materials without the written permission of the lecturer!

Such materials include, but are not limited to: lecture notes, lecture slides, video or audio recordings, tasks, problem sets, exams, other students' work, and answer keys.

Students who sell, post, publish, or distribute course materials without written permission in order to get answers or otherwise can be subject to disciplinary action, up to and including being required to withdraw from the course. Besides, students are not allowed to make video or audio recordings of the class for their own use without the written permission of the lecturer.



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29 Expected student workload and engagement

During this course, you should allocate some hours for independent study of some lecture materials in accordance with the course topics (approximately 5-6 hours per week).

If you face circumstances requiring you to spend more time on any of the tasks, please inform your lecturer by e-mail.

The deadline for submission can be extended only if the lecturer is informed in advance that you will not be able to submit the task on time. Students are expected to have a backup plan in case of computer malfunctions or Internet outages.

30 Support services

E-schedule
Library
Supervisor
Repository
Dean's Office

31 Course schedule

<i>Lecture topics</i>	<i>Practical classes</i>
Topic 1. Tourism studies as a system of sciences.	1. <i>Oral questioning</i> 2. <i>Checking questions submitted for independent study</i> 3. <i>Writing a report</i> 4. <i>Practical tasks</i> 5. <i>Testing</i>
Topic 2. Key concepts and definitions of tourism as an activity area.	1. <i>Oral questioning</i> 2. <i>Solving situational tasks</i> 3. <i>Checking questions submitted for independent study.</i> 4. <i>Testing</i>
Topic 3. Statistical definition of tourism and sources of tourism information.	1. <i>Oral questioning</i> 2. <i>Solving situational tasks</i> 3. <i>Checking questions submitted for independent study.</i> 4. <i>Testing</i>
Topic 4. Development of global tourism.	1. <i>Oral questioning</i> 2. <i>Solving situational tasks</i> 3. <i>Checking questions submitted for independent study.</i> 4. <i>Testing</i>
Topic 5. Factors of tourism development.	1. <i>Oral questioning</i> 2. <i>Solving situational tasks</i> 3. <i>Checking questions submitted for independent study</i> 4. <i>Test work</i>
Topic 6. Motivation and travel system in tourism.	1. <i>Oral questioning</i> 2. <i>Solving practical tasks</i> 3. <i>Checking questions submitted for independent study</i> 4. <i>Presentation of reports</i>
Topic 7. Tourism resources.	1. <i>Oral questioning</i> 2. <i>Solving practical and situational tasks</i> 3. <i>Checking questions submitted for independent study</i> 4. <i>Testing</i>
Topic 8. Tourism industry.	1. <i>Oral questioning</i> 2. <i>Solving situational tasks</i> 3. <i>Checking questions submitted for independent study</i> 4. <i>Testing</i>



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Tips on successful study during the course

If you want to succeed in this discipline, you should:

- ✓ Think about your future career, set your goals and priorities properly.
- ✓ Seek additional information, details and facts. Learn how to use information correctly.
- ✓ Be ambitious and think big: create models, hypotheses, find logical relationships.
- ✓ Expand your horizons, read lecture notes and books, listen to lectures, ask questions and get feedback.
- ✓ Be active in a group, work as part of a team, and develop leadership skills.
- ✓ Take part in conferences, scientific activities, create projects, solve case studies; develop a portfolio.

We wish you interesting studies and professional development. Good luck!