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Social and Educational Technologies in Tourism

Tourism EP

2024

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1	Course title and educational program

Social and Educational Technologies in Tourism
Tourism EP

2	Course description

The Social and Educational Technologies in Tourism discipline is aimed at training Bachelors in the knowledge area: 24 Service Sector, specialty: 242 Tourism and Recreation, and educational program: Tourism. The discipline provides students with essential theoretical knowledge and introduces the main characteristics of social technologies and social and educational technologies in tourism. It defines the essence and specific features of the technologization process in social and educational activities, including the development of practical projects and the creation of professional activity algorithms for social and educational professionals.

3	Prerequisites for study

The prerequisites for studying the Social and Educational Technologies in Tourism discipline are the learning of the following academic disciplines: Tourism Studies: Introduction to the Specialty, History of Tourism, Geography of Tourism and Recreation, etc.

4	Number of credits/hours

3 ECTS credits / 90 academic hours

5	Mode of study

Blended learning

6	Classroom location

https://dist.ieu.edu.ua/course/view.php?id=700

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 Wednesday 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

The main goal of the course is to introduce students to fundamental social and educational technologies widely applied in tourism and recreation. It defines the essence and specific features of the technologization process in tourism activities, including the development of algorithms for social and educational technologies and their subsequent implementation in practice. Additionally, the course aims to foster the understanding of the social nature and practical significance of this group of technologies in enhancing the efficiency of tourism activities.

13	The role of the academic discipline in achieving program learning outcomes

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 20. To detect problem situations and suggest their solutions.
PLO 21. To make reasoned decisions and take responsibility for the results of your professional activities.

14	Learning outcomes

– to know the fundamentals of social and educational technologies, which include understanding their essence and role in the development of tourism and social communities at various levels; social aspects of the development of social groups and their impact on the cultural heritage of different regions; educational and andragogical components of implementing tourism activities at different levels, including the basic principles of teaching and educating both adults and children within specialized tourism projects; methods and approaches to social adaptation and integration of various population groups in the tourism environment; the fundamentals of intercultural communication; organizational aspects of management and collaboration with communities, including planning, coordination, and evaluation of specialized programs and projects;

– to be able to interact with tourists from different cultural backgrounds; develop educational and training programs for various tourist groups, taking into their needs and characteristics; identify the social needs of tourist communities and develop strategies to meet them; collaborate with local communities, organizations, and other stakeholders to jointly address social and educational challenges; understand and respect different cultural norms, values, and beliefs to ensure harmonious interaction with tourists; plan, coordinate, and execute tasks in social and educational technologies in tourism; analyze the efficiency of social and educational technologies in tourism and make necessary adjustments to achieve better results.

15	Course content

Topic 1. The role of social and educational technologies in tourism development.
Topic 2. Social and cultural adaptation of tourists.
Topic 3. Social and educational aspects of environmentally responsible tourism.
Topic 4. Social integration of disabled people in tourism (gray tourism).
Topic 5. The educational potential of intercultural communication in tourism.
Topic 6. Social responsibility of travel companies.
Topic 7. Gender equality and role diversification in tourism.
Topic 8. Social and educational aspects of cultural tourism.

16	Books and materials

1. S. Dmytruk, O. Dmytruk. Social and Educational Technologies in Tourism. K.: Center for Educational Literature, 2023. – 328 p.
2. R.K. Vainola. Technologies of Social and Educational Work: Course of Lectures / R.K. Vainola. K.: Borys Grinchenko Kyiv Metropolitan University, 2008. – 152 p.
3. S.I. Bailyk, I.V. Seheda. Technology of Tourist Activities: Lecture Notes. Kharkiv: O.M. Beketov NUUEKh, 2007. – 139 p.
4. L.V. Aleksieienko-Lemovska. Social and Educational Technologies in Tourism: Innovations, Interconnection, and Development Prospects. Modern Aspects of Science and Technology Development in Wartime Conditions, CXXVIII International Scientific Internet Conference. Odesa, July 17, 2023. P. 6-11.
5. L.V. Aleksieienko-Lemovska. Development and Adaptation of Social and Educational Technologies in Tourism for the Development of Social and Cultural Identity and Intercultural Dialogue. International Scientific Conference: Actual Problems of Science, Education, and Technologies: Conference Proceedings (Bratislava, Slovakia, July 25, 2023). Bratislava, Slovakia: Scholarly Publisher ICSSH, 2023. P. 7-8.

17	Course technical requirements

To work on the Social and Educational Technologies in Tourism 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 Social and Educational Technologies in Tourism 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.

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19	Discipline features

Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/professional training/elective
1 semester	3rd semester	available	2nd 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	
82-89	B	good	pass
74-81	C	good	pass
66-73	D	satisfactory	pass
60-65	E	satisfactory	pass
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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25	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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26	Lecturer's response time

Via corporate e-mail, within 24 hours.

27	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.

28	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

Lecture topics	Practical classes
Topic 1. The role of social and educational technologies in tourism development.	1. Oral questioning 2. Checking questions submitted for independent study 3. Writing a report 4. Practical tasks 5. Testing
Topic 2. Social and cultural adaptation of tourists.	1. Oral questioning 2. Solving situational tasks 3. Checking questions submitted for independent study. 4. Testing
Topic 3. Social and educational aspects of environmentally responsible tourism.	1. Oral questioning 2. Solving situational tasks 3. Checking questions submitted for independent study. 4. Testing
Topic 4. Social integration of disabled people in tourism (gray tourism).	1. Oral questioning 2. Solving situational tasks 3. Checking questions submitted for independent study. 4. Testing
Topic 5. The educational potential of intercultural communication in tourism.	1. Oral questioning 2. Solving situational tasks 3. Checking questions submitted for independent study 4. Test work
Topic 6. Social responsibility of travel companies.	1. Oral questioning 2. Solving practical tasks 3. Checking questions submitted for independent study 4. Presentation of reports
Topic 7. Gender equality and role diversification in tourism.	1. Oral questioning 2. Solving practical and situational tasks 3. Checking questions submitted for independent study 4. Testing
Topic 8. Social and educational aspects of cultural tourism.	1. Oral questioning 2. Solving situational tasks 3. Checking questions submitted for independent study 4. Testing

32	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!