



SLC. MS.040. LS09001. 1693



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**INTERNATIONAL EUROPEAN
UNIVERSITY**



**EUROPEAN SCHOOL
OF BUSINESS**

**Department of Tourism, Social Sciences and
Humanities**

2024



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1 Course title and educational program

Organization of Transport Service in Tourism
Tourism EP

2 Course description

The educational component explores issues related to transport journeys and tourist transportation within the structure of the tourism product. It highlights key stages of the establishment of the global transportation network and their impact on tourism development. The course examines the technology of organizing transport journeys and tourist transportation by various means of transport, as well as types of tourist formalities and related safety measures.

3 Prerequisites for study

The educational component is based on theoretical and practical knowledge acquired in the following disciplines: Tourism Studies: Introduction to the Specialty, Recreational Geography, Organization of Tour Activities, and Tourist Country Studies.

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=697>

7 Lecturer's full name

Oleksandr Zarakhovskiy, PhD in Cultural Studies, Associate Professor at the Department of Tourism, Social Sciences and Humanities



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8 Department

Department of Tourism, Social Sciences and Humanities



9 Office location

42V Akademika Hlushkova Ave., Kyiv, room 504

10 Consulting

Every Wednesday from 3 p.m. to 4:30 p.m. by appointment via corporate e-mail

11 Lecturer's e-mail address

c eksandrzarakhovskyi@ieu.edu.ua

12 Course objectives

The goal of this educational component is to study theoretical foundations of organizing tourist transport service and to introduce students to methodological aspects, formalities, and technologies of organizing travel by various means of transport.

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

PLO 2. To know, understand and be able to use in practice the key concepts of tourism theory, organization of the tourist process and tourist activities of tourist services market participants, as well as worldview and related sciences.

PLO 3. To know and understand key forms and types of tourism and their distribution.

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).



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PLO 18. To assess your knowledge adequately and apply it in various professional situations.

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Learning outcomes

Students should know: conditions and principles of transport enterprises on Ukrainian and global markets; specific features of transport journeys and tourist transportation within the structure of the tourism product; key stages of the formation of the global transportation network and their impact on tourism development; the technology of organizing transport journeys and tourist transportation by various means of transport; types of tourist formalities and safety conditions of tourist travel related to transport operations.

Students should be able to: create the main types of tourism documentation used in the process of transport service for travelers; develop tourist travel programs, taking into account various means of transportation; apply acquired theoretical knowledge of organizing tourist transportation to solve specific practical tasks.

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Course content (topics)

SECTION 1. THEORETICAL AND METHODOLOGICAL FOUNDATIONS OF TOURIST TRANSPORT SERVICE

Topic 1.1. The transport support system in tourism

Topic 1.2. Classification of transport journeys

Topic 1.3. Characteristics of transport services as a component of the tourism product

SECTION 2. MODERN TYPES OF TRANSPORT SERVICE IN TOURISM

Topic 2.1. Tourist service and transportation by air

Topic 2.2. Road transport service for tourists

Topic 2.3. Maritime and river transportation and cruises

Topic 2.4. Tourist service and transportation by rail

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Books, materials, sources

Primary:

1. H.M. Humeniuk. Organization of Transport Journeys: Study Guide. Ivano-Frankivsk: Plai, 2008. 210 p.
2. O.O. Fastovets. Organization of Transport Journeys and Tourist Transportation. Kyiv, 2007. 233 p.
3. V.Y. Svitlychna. Tourism Economics: Textbook. Kharkiv: O.M. Beketov NUUEKh, 2022. 167 p.
4. V.H. Herasymenko. Organization of Transport Journeys and Tourist Transportation: Study Guide. Kharkiv: Burun Book, 2011. 112 p.

Additional:

1. O.Y. Zarakhovskyi, S.M. Neilenko. Service Activities in the Cruise Industry. *Geography and Tourism*. Kyiv, 2018. No. 42. pp. 12–22.
2. H.I. Mykhailichenko, A.Y. Yeremenko. Organization of Tourist Journeys: Study Guide. Kyiv, 2011. 391 p.



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3. On Tourism: Law of Ukraine No. 324/95-VR. Version dd. October 16, 2020. URL: <https://zakon.rada.gov.ua/laws/show/324/95-bp> (date of request: August 2, 2021).
4. T.H. Sokol. Fundamentals of Tourism Activities. Kyiv: Hramota, 2006. 264 p.

17 Course technical requirements

To work on the Organization of Transport Service in Tourism course, you need regular access to a computer (or phone) and the Internet.

In order to successfully study and pass the discipline exam, you should explore the distance learning platform (Moodle) and gradually study all discipline materials placed there. You will also have to create and download relevant documents, as well as watch video materials.

You can use the distance platform only using corporate e-mail.

If you are unable to attend the course, you should notify the Dean's Office or your class representative or the course lecturer directly.

18 Learning process

The Organization of Transport Service in Tourism course consists of lectures, seminars, 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, testing, performing individual and team tasks, preparing reports and presentations.

Seminars use the following training methods: *discussion, reports, brainstorming.*

19 Discipline features

Period of teaching	Semester	International disciplinary integration	Year of study	Courses: general training/professional training/elective
1 semester	5 th semester	available	3 rd year	Professional training

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Assessment policy

You will have various ways to show your knowledge and skills during the semester. This includes how you attend classes, how and what you contribute to class discussions, how you perform and submit practical tasks and tests on time, and how you perform independent work tasks. Your ability to present your report is assessed additionally. Besides, you have the opportunity to complete an individual research task performed individually or in a small group in the form of a student research paper.



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Activities during the semester	Maximum amount of points during the semester
Current work (attendance, oral questioning, solving calculation problems and tasks, situational exercises)	5
Reports with presentation (5 pcs.)	40
Tests (1 pc.)	5
Modular test work (1 pc.)	5
Individual research task (admission to the exam)	5
Total	60

21 Assessment

The minimum amount of points that should be obtained by students for current educational activities during a semester to be admitted to the final control is 36 points. The grade for the discipline is defined as a sum of the final points for current activities and the points for the final control and is expressed due to the multipoint scale.

The grade for the discipline completing with the exam is determined as the sum of points for current learning activities (at least 36), points for individual independent work of students (no more than 6) and points for the exam (at least 24).

The overall points of the discipline are 100. The total grade for the discipline is given according to the national and European scale.

The final control in the form of an exam is carried out after learning all the topics of the discipline, during the examination session.

The overall final grade in points according to the national and ECTS scales is put into the examination and test register, academic card and credit book of students.

22 Grading scale (ECTS)

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		
66-73	D	satisfactory	
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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23 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 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).

24 Course policy

To ensure fruitful learning and cognitive activities of students while studying the discipline, one holds relevant lectures and seminars 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 and works 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.

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.

25 Grading scale

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.



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

Tasks should be submitted via the Moodle distance learning platform 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.

Note: deadlines work both ways, and meeting them ensures that your lecturer will provide prompt feedback on your tasks to make sure you keep up with the course.



27 Lecturer's response time

Via corporate e-mail, within 24 hours.

28 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 the Moodle distance platform.



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29 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.

30 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.

31 Support services

E-schedule
Library
Supervisor
Repository
Dean's Office

32 Course schedule

<i>Lecture topics</i>	<i>Practical classes</i>
<i>Topic 1.1. The transport support system in tourism</i>	<ol style="list-style-type: none"><i>1. Oral questioning</i><i>2. Practical tasks</i><i>3. Homework tasks</i><i>4. Checking questions submitted for independent study</i>



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	<ol style="list-style-type: none">5. <i>Writing a report</i>6. <i>Tests</i>
<i>Topic 1.2. Classification of transport journeys</i>	<ol style="list-style-type: none">1. <i>Oral questioning</i>2. <i>Practical tasks</i>3. <i>Homework tasks</i>4. <i>Checking questions submitted for independent study</i>5. <i>Writing a report</i>6. <i>Tests</i>
<i>Topic 1.3. Characteristics of transport services as a component of the tourism product</i>	<ol style="list-style-type: none">1. <i>Oral questioning</i>2. <i>Practical tasks</i>3. <i>Homework tasks</i>4. <i>Checking questions submitted for independent study</i>5. <i>Writing a report</i>6. <i>Tests</i>
<i>Topic 2.1. Tourist service and transportation by air</i>	<ol style="list-style-type: none">1. <i>Oral questioning</i>2. <i>Practical tasks</i>3. <i>Homework tasks</i>4. <i>Checking questions submitted for independent study</i>5. <i>Writing a report</i>6. <i>Tests</i>
<i>Topic 2.2. Road transport service for tourists</i>	<ol style="list-style-type: none">1. <i>Oral questioning</i>2. <i>Practical tasks</i>3. <i>Homework tasks</i>4. <i>Checking questions submitted for independent study</i>5. <i>Writing a report</i>6. <i>Tests</i>
<i>Topic 2.3. Maritime and river transportation and cruises</i>	<ol style="list-style-type: none">1. <i>Oral questioning</i>2. <i>Practical tasks</i>3. <i>Homework tasks</i>4. <i>Checking questions submitted for independent study</i>5. <i>Writing a report</i>6. <i>Tests</i>
<i>Topic 2.4. Tourist service and transportation by rail</i>	<ol style="list-style-type: none">1. <i>Oral questioning</i>2. <i>Practical tasks</i>3. <i>Homework tasks</i>4. <i>Checking questions submitted for independent study</i>5. <i>Writing a report</i>6. <i>Tests</i>

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

- persistent, attentive and curious;
- creative, cheerful, and open to communication and discussions;
- ready to acquire information and knowledge about the subject not only during lectures but also during extracurricular activities.

See you at classes!

