



SLC. MS.040. LS09001. 1693



# SYLLABUS

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**INTERNATIONAL EUROPEAN  
UNIVERSITY**



**EUROPEAN SCHOOL  
OF BUSINESS**

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

**2024**

## 1 Course title and educational program

Organization of Tour Activities  
Tourism EP

## 2 Course description

The educational component provides students with competencies required for efficient professional activities of a tourist guide. It develops theoretical and professional knowledge and practical skills related to conditions and principles of organizing tour activities. This includes the introduction to the structure of tour organizations, the classification of tours, and specific features of conducting thematic tours.

## 3 Prerequisites for study

The educational component is based on theoretical knowledge acquired in the following disciplines: Tourist Local Studies, Tourism Studies: Introduction to the Specialty, Recreational Geography, 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=698>

## 7 Lecturer's full name

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

## 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

[oleksandrzarakhovskyi@ieu.edu.ua](mailto:oleksandrzarakhovskyi@ieu.edu.ua)

## 12 Course objectives

To provide students with theoretical knowledge and practical skills in organizing and conducting tour services, namely: designing the tourist service process at separate stages using existing technologies; working as part of a creative team to develop a new tour; designing various types of tours based on the individual's cognitive needs, considering knowledge of tour resources of recreational facilities, culture, and religion of the tourist, existing technologies for developing tour programs, methodologies for conducting tours, and the proper documentation of tourist paperwork.

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

PLO 1. To know, understand and be able to use in practice the key provisions of tourism legislation, national and international standards for tourist services.

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 5. To analyze the recreation and tourism potential of the territory.

PLO 8. To identify tourist documents and be able to use them correctly.

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 20. To detect problem situations and suggest their solutions.

## 14 Learning outcomes

**Students should know:** history of tour activities; key concepts and terms of the tour theory; the methodology of tour preparation and its methodical support; techniques of conducting tours; specific features of different types of tours and museum tours; the organization of tour activities at tourist and tour organizations; characteristics of professional mastery of a tour guide.

**Students should be able to:** develop various types of tours, taking into the individual's cognitive needs based on knowledge of tour resources, culture, religion of the tourist, existing technologies for tour program development, and tour methodology; monitor compliance with travel programs, protocol events, and the correct documentation of tourist paperwork; compile information for the preparation and execution of tours; apply studied methods of demonstration and narration; determine the topic, purpose, and objectives of the tour, as well as select relevant materials; choose objects for demonstration; create a tour route, text, visual aids, and maps of objects, along with a list of references.

## 15 Course content (topics)

### SECTION 1. THEORETICAL FOUNDATIONS OF TOUR ACTIVITIES

Topic 1.1. Tour and its essence. History of tour development

Topic 1.2. Organization and features of tour activity development in Ukraine

Topic 1.3. Classification of tours

### SECTION 2. METHODOLOGY AND TECHNIQUES OF CONDUCTING TOURS

Topic 2.1. Fundamentals of tour methodology and stages of tour preparation

Topic 2.2. Methodology and techniques of conducting tours

Topic 2.3. Differentiated approach to tour services

Topic 2.4. Theoretical principles and features of professional mastery of a tourist guide

## 16 Books, materials, sources

### *Primary:*

1. S.I. Bailyk. Technology of Tourist Activities: Lecture Notes. Kharkiv: O.M. Beketov NUUEKh, 2007. 139 p.

2. V.F. Kyfiak. Organization of Tourist Activities in Ukraine. Chernivtsi: 21st Century Books, 2003. 300 p.

3. O.O. Liubitseva. Tourism Services Market. Kyiv: Alterpress, 2002. 436 p.
4. O.O. Liubitseva. Methodology of Tour Development. Kyiv: Alterpress, 2003. 104 p.
5. M.P. Malska. Fundamentals of Tourism Business. Kyiv: Center for Educational Literature, 2004. 272 p.
6. P.R. Putsenteilo. Economy and Organization of Tourism and Hotel Entrepreneurship. Kyiv: Center for Educational Literature, 2007. 344 p.
7. O.O. Liubitseva, Y.V. Pankova, V.I. Stafiichuk. Tourism Resources of Ukraine: Study Guide. Kyiv: Alterpress, 2007. 369 p.

*Additional:*

1. O.Y. Zarakhovskiy. The use of Archaeological Sites of Cherkasy Region as a Tourist and Tour Resource. Issues of Cultural Studies. Kyiv, 2020. No. 36, pp. 120–136.
2. O.Y. Zarakhovskiy. The Current State of State Registration of Ukrainian Immovable Cultural Heritage Sites. Culture and Art in the Modern World. Kyiv, 2019. No. 20, pp. 88–98.
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-вр> (date of request: August 2, 2021).
4. T.H. Sokol. Fundamentals of Tourism Activities. Kyiv: Hramota, 2006. 264 p.
5. Tourist Local Studies: Video Materials of Local Lore Expeditions. URL: <https://www.youtube.com/channel/UCJ17OrLg124Ff6Jd-4mPylQ>.

## 17 Course technical requirements

To work on the Organization of Tour Activities 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 Tour Activities 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 <sup>th</sup> semester	available	3 <sup>rd</sup> year	Professional training

20 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.

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
<b>Total</b>	<b>60</b>

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



## 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.



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.

## 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

<b><i>Lecture topics</i></b>	<b><i>Practical classes</i></b>
<i>Topic 1.1. Tour and its essence. History of tour development</i>	<ol style="list-style-type: none"> <li>1. Oral questioning</li> <li>2. Practical tasks</li> <li>3. Homework tasks</li> <li>4. Checking questions submitted for independent study</li> <li>5. Writing a report</li> <li>6. Tests</li> </ol>
<i>Topic 1.2. Organization and features of tour activity development in Ukraine</i>	<ol style="list-style-type: none"> <li>1. Oral questioning</li> <li>2. Practical tasks</li> <li>3. Homework tasks</li> <li>4. Checking questions submitted for independent study</li> <li>5. Writing a report</li> <li>6. Tests</li> </ol>
<i>Topic 1.3. Classification of tours</i>	<ol style="list-style-type: none"> <li>1. Oral questioning</li> <li>2. Practical tasks</li> <li>3. Homework tasks</li> <li>4. Checking questions submitted for independent study</li> <li>5. Writing a report</li> <li>6. Tests</li> </ol>
<i>Topic 2.1. Fundamentals of tour methodology and stages of tour preparation</i>	<ol style="list-style-type: none"> <li>1. Oral questioning</li> <li>2. Practical tasks</li> <li>3. Homework tasks</li> <li>4. Checking questions submitted for independent study</li> <li>5. Writing a report</li> <li>6. Tests</li> </ol>
<i>Topic 2.2. Methodology and techniques of conducting tours</i>	<ol style="list-style-type: none"> <li>1. Oral questioning</li> <li>2. Practical tasks</li> <li>3. Homework tasks</li> <li>4. Checking questions submitted for independent study</li> <li>5. Writing a report</li> <li>6. Tests</li> </ol>
<i>Topic 2.3. Differentiated approach to tour services</i>	<ol style="list-style-type: none"> <li>1. Oral questioning</li> <li>2. Practical tasks</li> <li>3. Homework tasks</li> <li>4. Checking questions submitted for independent study</li> </ol>

	<ol style="list-style-type: none"> <li>5. <i>Writing a report</i></li> <li>6. <i>Tests</i></li> </ol>
<i>Topic 2.4. Theoretical principles and features of professional mastery of a tourist guide</i>	<ol style="list-style-type: none"> <li>1. <i>Oral questioning</i></li> <li>2. <i>Practical tasks</i></li> <li>3. <i>Homework tasks</i></li> <li>4. <i>Checking questions submitted for independent study</i></li> <li>5. <i>Writing a report</i></li> <li>6. <i>Tests</i></li> </ol>

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!**