IEU
INTERNATIONAL
EUROPEAN
UNIVERSITY

SYLLABUS

INTERNATIONAL EUROPEAN UNIVERSITY

BUSINESS ARS EST

IEU
INTERNATIONAL
EUROPEAN
UNIVERSITY

EUROPEAN SCHOOL OF BUSINESS

History of Tourism

Tourism EP

2024

SYLLABUS

1	Course title and educational program

History of Tourism
Tourism EP

2	Course description

The History of Tourism discipline is aimed at training Bachelors in knowledge area: 24 Service Sector, specialty: 242 Tourism and Recreation, and educational program: Tourism. The discipline provides comprehensive knowledge in tourism, including the main stages of the establishment and development of the tourism industry, the role of travel in society at various stages of civilization, and factors affecting tourism motivation in historical dynamics. It provides essential theoretical knowledge of the history of tourism and has both general educational and purely practical purposes.

3	Prerequisites for study

The fulfillment of objectives and achievement of the goal of the History of Tourism discipline involves the use of knowledge acquired by students while studying a range of disciplines: Tourism Studies: Introduction to the Specialty, 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=702

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:

SYLLABUS

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

The main goal of the course is to provide students with scientific concepts about basic regularities and features of the social and historical development and functioning of tourism in the national context, its social and cultural diversity, and the place and role of world and European civilization in this process; to study historical preconditions for the emergence of the tourism industry and to clarify the regularities and factors of its development; to expand the worldview and form tourism thinking, understanding the regularities of emergence, functioning trends, and the development of tourism in different regions of Ukraine and the world.

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 organize the process of developing certain types of tourism, taking into account geographical features of the region.
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 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.

14	Learning outcomes

Acquired knowledge will allow students to be able to:
– know, understand, and be able to practically apply the key provisions of tourism legislation, national and international standards for tourist services;
– know, understand, and be able to practically apply basic concepts from the theory of tourism, the organization of the tourist process, and tourism activities of market participants, as well as related and interdisciplinary sciences;
– explain the features of organizing recreational and tourist space in a historical context;
– analyze the tourist potential of a territory and prospects for its development;
– demonstrate respect for individual and cultural diversity;
– act in accordance with the principles of social responsibility and civic consciousness;
– manage their learning to unlock their potential in the professional tourism sector;
– adequately assess their knowledge and apply it in various professional situations.

SYLLABUS

15	Course content

Topic 1. Prerequisites for the origin of trips and tourism in society.
Topic 2. Key factors of the origin and development of trips and tourism.
Topic 3. Trips in the ancient world (5th – the first half of the 11th century)
Topic 4. Trips in the Middle Ages (15th – 16th centuries)
Topic 5. Development of trips at the Age of Discovery (15th – 16th centuries)
Topic 6. Origin and development of tourism in imperial territories of the country (17th – 19th centuries)
Topic 7. Development of tourism and trips worldwide in 17th – 19th centuries
Topic 8. Development of tourism worldwide at the end of the 19th century – at the beginning of the 21st century.

16	Books and materials

1. History of Tourism: Textbook / V.V. Abramov, M.V. Tonkoshrur; O.M. Beketov National University of Urban Economy in Kharkiv. Kh. O.M. Beketov NUUEKh, 2010. – 294 p.
2. S.I. Lyman, A.Y. Parfinenko, I.S. Posokhov. History of Tourism: Study Guide. Publishing House: University Book. Area: Geography. History, 2023. – 372 p.
3. M.P. Malska. Global Experience in Tourism Development: Textbook / M.P. Malska, N.V. Pankiv, A.B. Khovalko; Ivan Franko National University of Lviv. – K.: Center for Educational Literature, 2018. – 243 p.
4. L.M. Ustymenko, I.Y. Afanasiev. History of Tourism: Study Guide, 4th Edition, revised and supplemented. Kyiv: Alerta, 2023. – 378 p.: ill.
5. Y.V. Yarchenko. History of Tourism [Electronic resource]: Lecture Notes in the Discipline: History of Tourism for Students in the Specialty: 242 Tourism. Mariupol: PDTU, 2016. – 134 p. Available at: http://umm.pstu.edu/handle/123456789/11215

17	Course technical requirements

To work on the History of 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 History of 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.

QR Code:

SYLLABUS

19	Discipline features

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

QR Code:

SYLLABUS

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.

QR Code:

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

QR Code:

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.

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

QR Code:

26	Lecturer's response time

Via corporate e-mail, within 24 weeks.

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.

SYLLABUS

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. Prerequisites for the origin of trips and tourism in society.	1. Oral questioning 2. Checking questions submitted for independent study 3. Writing a report 4. Practical tasks 5. Testing
Topic 2. Key factors of the origin and development of trips and tourism.	1. Oral questioning 2. Solving situational tasks 3. Checking questions submitted for independent study. 4. Testing
Topic 3. Trips in the ancient world (5th – the first half of the 11th century)	1. Oral questioning 2. Solving situational tasks 3. Checking questions submitted for independent study. 4. Testing
Topic 4. Trips in the Middle Ages (15th – 16th centuries)	1. Oral questioning 2. Solving situational tasks 3. Checking questions submitted for independent study. 4. Testing
Topic 5. Development of trips at the Age of Discovery (15th – 16th centuries)	1. Oral questioning 2. Solving situational tasks 3. Checking questions submitted for independent study 4. Test work
Topic 6. Origin and development of tourism in imperial territories of the country (17th – 19th centuries)	1. Oral questioning 2. Solving practical tasks 3. Checking questions submitted for independent study 4. Presentation of reports
Topic 7. Development of tourism and trips worldwide in 17th – 19th centuries	1. Oral questioning 2. Solving practical and situational tasks 3. Checking questions submitted for independent study 4. Testing
Topic 8. Development of tourism worldwide at the end of the 19th century – at the beginning of the 21st century.	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!