

## SYLLABUS

<b>Course and educational program</b>	Tourism Economy Tourism EP
<b>Course description</b>	<p>Tourism Economy is a scientific discipline that studies the system of economic relations arising from the production, distribution, and consumption of tourism products and services meeting the needs of tourists. The economic significance of tourism is substantial for many national economies, including the growing contribution of tourism to Ukraine's economy.</p> <p>This course examines key aspects of tourism economy, explores regularities of functioning and development of the tourism market, and provides a detailed analysis of the specifics of economic management in tourism industry enterprises.</p>
<b>Prerequisites for studying</b>	The study of this educational component is based on knowledge of general theoretical economic sciences (economic theory, microeconomics, macroeconomics), as well as acquired knowledge and practical skills in marketing, enterprise economics, statistics, economic analysis, pricing, and business activity planning.
<b>Number of credits/hours</b>	3 ECTS credits / 90 academic hours
<b>Learning format</b>	Blended learning
<b>Moodle location</b>	<a href="https://dist.ieu.edu.ua/course/view.php?id=692">https://dist.ieu.edu.ua/course/view.php?id=692</a>
<b>Lecturer's full name</b>	Yevhen Kozlovskiy, PhD in Public Administration, Associate Professor, Head of the Department of Tourism, Social Sciences and Humanities
<b>Department</b>	Department of Tourism, Social Sciences and Humanities: 
<b>Office location</b>	42V Akademika Hlushkova Ave., Kyiv, room 504
<b>Consulting</b>	Every Tuesday from 2 p.m. to 3:30 p.m. by appointment via corporate e-mail
<b>Lecturer's e-mail address</b>	<a href="mailto:yevhenkozlovskiy@ieu.edu.ua">yevhenkozlovskiy@ieu.edu.ua</a>
<b>Course objectives</b>	To study the experience of countries in the global community in providing tourism services; to explore the impact of tourism on the development of countries and regions worldwide, the economy of host

	<p>countries and tourist supplying countries; to identify forms of attracting investments in tourism, principles of pricing in the tourism market; to determine the specifics of transport services in tourism; to detect circumstances and prerequisites for changes in the demand and supply of tourism services in the context of globalization; to master the technology of tour formation and planning the needs of international tourism in labor, financial, and other resources.</p>
<p><b>Role of the academic discipline in achieving program learning outcomes</b></p>	<p style="text-align: center;"><i>Specialty: 242 Tourism and Recreation</i></p> <p>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.</p> <p>PLO 3. To know and understand key forms and types of tourism and their distribution.</p> <p>PLO 13. To establish contacts with experts in tourism and other industries.</p> <p>PLO 18. To assess your knowledge adequately and apply it in various professional situations.</p> <p>PLO 20. To detect problem situations and suggest their solutions.</p> <p>PLO 21. To make reasoned decisions and take responsibility for the results of your professional activities.</p>
<p><b>Learning outcomes</b></p>	<p>Students should know: regularities of functioning of tourism economy, key concepts, categories, and tools of the tourism business, the basics of constructing, calculating, and analyzing the modern system of indicators characterizing investment activities of tourism enterprises, the specifics of operations of a tourism business entity and its individual subsystems.</p> <p>Students should be able to: choose methods, techniques, approaches, models, and laws characterizing tourism economy, identify regularities in the development of tourism, use statistical information systems in the tourism sector, develop tools and methods to enhance the profitability of tourism enterprises, and forecast and model processes occurring in the tourism business.</p>
<p><b>Course content</b></p>	<p><b>SECTION 1. THEORETICAL FOUNDATIONS OF TOURISM ECONOMY</b></p> <p>Topic 1.1. The subject of tourism economy</p> <p>Topic 1.2. The social and economic essence of tourism and its place in the service sector</p> <p>Topic 1.3. Transnationalization and globalization processes in international tourism</p> <p>Topic 1.4. The impact of tourism on the national economy</p> <p><b>SECTION 2. KEY AREAS AND COMPONENTS OF TOURISM ECONOMY</b></p> <p>Topic 2.1. Investment support for tourism</p>

	<p>Topic 2.2. Pricing principles in the global tourism market</p> <p>Topic 2.3. The economy of transport services in tourism</p> <p>Topic 2.4. Foreign economic activities of tourism enterprises</p>
<b>Books and materials</b>	<ol style="list-style-type: none"> <li>1. O.S. Kamushkov. Tourism Economy: Study Guide for Higher Education Students. Zaporizhzhia; Dnipro: Aktsent PP, 2012. 192 p.</li> <li>2. Y.V. Kozlovskiy, O.Y. Kuzmych, A.O. Shkovyra, D.S. Feshchuk. Trends in the Development of the Tourism Industry in the Context of the Digital Economy. Investments: Practice and Experience. 2021. No. 22. P. 68-72.</li> <li>3. Y.V. Kozlovskiy, T.I. Tkachenko. Organizational and Legal Foundations of Foreign Economic Activities of Tourism Business Entities. Investments: Practice and Experience. 2018. No. 11. P. 116-120.</li> <li>4. V.I. Kostashchuk. Economy and Pricing in the Tourism Industry: Study Guide. Chernivtsi: Ruta, 2012. 135 p.</li> <li>5. T.I. Tkachenko. Economy of Hotel Management and Tourism: Study Guide. Kyiv: STATE UNIVERSITY OF TRADE AND ECONOMICS, 2005. 180 p.</li> <li>6. Bezrukova N., Huk L, Chmil H., Verbivska L., Komchatnykh O., Kozlovskiy Ye. Digitalization as a Trend of Modern Development of the World Economy. WSEAS Transactions on Environment and Development. 2022. Vol. 18. pp. 120-129.</li> <li>7. Borutska Yu., Sereda N., Manko A., Kozlovskiy Ye., Tkachenko T., Poltavaska O. Tourism industry in the European Union countries. AD ALTA: Journal of Interdisciplinary Research. 2021. Vol. 11. Issue 2. Special Issue XXII. pp. 148-154.</li> </ol>
<b>Technical requirements for the course</b>	<p>To work on the Tourism Economy course, you need regular access to a computer (or phone) and the Internet.</p> <p>In order to successfully study and pass the course exam, you should first explore the distance learning platform (Moodle) and study all folders that already contain or will contain information or materials for the course. You will also have to download and create documents, watch videos, or create them.</p> <p>You can use distance platforms only using corporate e-mail.</p> <p>If you are unable to attend the course, you should notify the Dean's Office or your class representative or the course lecturer directly.</p>
<b>Learning process</b>	<p>The Tourism Economy course consists of lectures and practical classes.</p> <p><u>Lectures</u> use the following training methods:  <i>lecture, conversation lecture, discussion, discussion of problematic issues, demonstration, analysis of various situations according to the lecture topic.</i></p> <p><u>Practical classes</u> use the following training methods:  <i>questioning, testing, performing individual and team tasks, case studies, preparing reports and presentations, performing analytical and</i></p>

*calculation works, solving specific problems and situations, brainstorming.*



<b>Discipline features</b>	<b>Period of teaching</b>	<b>Semester</b>	<b>International disciplinary integration</b>	<b>Year of study</b>	<b>Courses: general training/professional training/elective</b>
	1 semester	7 <sup>th</sup> semester	available	4 <sup>th</sup> year	Professional training

**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, how you perform independent work tasks, as well as your ability to present your report. Additionally, you have the opportunity to complete an individual research task performed individually or in a small group in the form of a scientific and practical project.

<b>Activities during the semester</b>	<b>Maximum amount of points during the semester</b>
Current work (attendance, oral questioning, solving calculation problems and tasks, situational exercises)	15
Reports with presentation (4 pcs.)	25
Tests (4 pcs.)	10
Individual research task (admission to the exam)	10
<b>Total</b>	<b>60</b>

**Grading scale** 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.

**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

**QR Code:**



**How to find out your grade**

To check your grades for tasks and read your lecturer’s comments, you should check appropriate tabs on Moodle distance learning platforms. 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).

**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 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

	<p>manifestations of corruption, discrimination, bullying, harassment and infringement of the students' rights.</p> <p>Students who miss the current control for <i>valid reasons</i> confirmed by documents have the right to take current control <b>within two weeks</b> after returning to studying.</p> <p>Students who have missed classes <i>without valid reasons</i>, 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.</p> <p>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.</p> <p><b>QR Code:</b></p>  <p>All participants in the educational process rely on the academic integrity principles.</p> <p><b>QR Code:</b></p> 
<p><b>Late task performance, correction of grades, making up missed classes</b></p>	<p>Tasks should be submitted via 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.</p> <p>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.</p>

	<p>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.</p> <p>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.</p> <p><b>QR Code:</b></p> 
<b>Lecturer's response time</b>	Via corporate e-mail, within 24 hours.
<b>Efficient communication</b>	<p>Efficient communication is a two-way street!!!</p> <p>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; and a face-to-face meeting with the lecturer on consulting days.</p>
<b>Policy of publication and distribution of course materials</b>	<p>Students are not allowed to post, publish, sell, or otherwise publicly distribute course materials without the written permission of the lecturer.</p> <p>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.</p> <p>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.</p>
<b>Expected student workload and engagement</b>	<p>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).</p> <p>If you face circumstances requiring you to spend more time on any of the tasks, please inform your lecturer by e-mail.</p> <p>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.</p>

<b>Support services</b>	E-schedule Library Supervisor Repository Dean's Office	
<b>Course schedule</b>	<b><i>Lecture topic</i></b>	<b><i>Practical classes</i></b>
	<i>Topic 1.1. The subject of tourism economy</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. The social and economic essence of tourism and its place in the service sector</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. Transnationalization and globalization processes in international tourism</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 1.4. The impact of tourism on the national economy</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. Investment support for tourism</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. Pricing principles in the global tourism market</i>	<ol style="list-style-type: none"> <li>1. Oral questioning</li> <li>2. Practical tasks</li> <li>3. Homework tasks</li> </ol>

		<ol style="list-style-type: none"> <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>
	<i>Topic 2.3. The economy of transport services in tourism</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>
	<i>Topic 2.4. Foreign economic activities of tourism enterprises</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>
<b>Tips on successful study during the course</b>	<p>If you want to succeed in this discipline, you should be:</p> <ul style="list-style-type: none"> <li>- persistent, attentive and curious;</li> <li>- creative, cheerful, and open to communication and discussions;</li> <li>- ready to acquire information and knowledge about the subject not only during lectures but also during extracurricular activities.</li> </ul> <p><b>See you at classes!</b></p>	