

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE**  
**SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

**Guidelines**  
**to practical studies and independent work**  
**on the academic discipline**  
**"MANAGEMENT OF INTERNATIONAL**  
**TOURISM"**  
**for students of training direction 6.140103 "Tourism"**  
**of all forms of study**

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**Guidelines** to practical studies and independent work on the  
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Guidelines to practical studies and independent work on the academic  
discipline are presented to form modern thinking, special knowledge and  
competences necessary for the use of intellectual property objects by economic  
entities.

For students of training direction 6.140103 "Tourism" of all forms of study.

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## Introduction

Tourism has become a feature of modern lifestyle, an important element of the global economy and an influential factor in international integration processes. Nowadays, travel industry has become a leading sector of the economy. In Ukraine, a steady development of tourism is observed. This is manifested in the constant interest of foreign tourists in our state and the numerous visits of Ukrainian citizens abroad. Ukrainian tourism must undergo extensive modernization processes to adapt to international standards. Highly qualified training may be a solution to this problem. International tourism opens new opportunities for providing services to a large number of consumers, so, modern managers must have the professional competence to manage international services in tourism as a primary resource for modern enterprises. The academic discipline "Management of International Tourism" helps to form this competence.

International tourism requires well-educated and highly qualified professionals. Unfortunately, modern education in management is concentrated on the economy in general and almost completely ignores the need for an appropriate level of social and psychological knowledge and skills. The academic discipline "Management of International Tourism" makes it possible to form this competence.

The academic discipline "Management of International Tourism" is optional for bachelors of training direction "Tourism". In order to better master the discipline, students need to gain knowledge and skills in the economics of tourism enterprises, marketing, management, strategic management, the main ones being: system factors of effective operation of the business, patterns of the modern trends in economic and social processes, especially in economic relations, methods for assessing the company cost and performance, increasing their factors: students should also be able to calculate the basic technical and economic parameters of the enterprise, analyze and evaluate their dynamics, develop individual plans of tourism enterprises in functional areas, make calculations and estimates of the company, conduct accounting of tourism services and marketing activities to justify the price of tourism products based on the estimates and calculations and the influence of environmental factors, systematize information

necessary for making plans and economic records, take certain decisions to improve the efficiency of the tourism business.

The purpose of studying the academic discipline is to form students' professional competences based on the international tourism, its methods of organization of effective management at the basic level of social production – the enterprise; acquire the necessary set of theoretical and practical knowledge to address specific management problems at the present stage of economic development.

The object of the academic discipline is the international tourism management.

The subject of the academic discipline is identifying economic laws and international tourism regulations, methods, mechanisms, methodological approaches and practical experience in managing tourism enterprises to provide tourist services to customers under the current economic conditions in Ukraine and abroad. The subject knowledge is: the theory and practice of tourism enterprise management, creation and provision of tourism services in international activities; organization and effectiveness of the international tourism activities.

When studying the academic discipline, students receive the necessary knowledge at lectures and practical sessions. Problematic issues are presented for review and discussion during seminars. Students' self-study is also of great importance for learning the material and consolidation of knowledge.

Professional competences for students are listed in Table 1.

Table 1

**Professional competences that students receive after studying the academic discipline**

The competence name	The components
1	2
Making management decisions for international travel operations	The ability to determine the types of management in international tourism
	The ability to determine actions of international organizations in the development of international tourism
	The ability to determine methods of state regulation of international tourism
	The ability to manage tourism industry

Table 1(the end)

1	2
	The ability to control international transport
	The ability to control food enterprises in international tourism
	The ability to manage hospitality in international tourism

As a result of studying the academic discipline the students should **know**:

the place and role of the international tourism management in the overall management of tourist enterprises;

the external and internal factors affecting the international tourism management;

the international trends of international tourism management;

the characteristics and elements of management models of international tourism;

the economic and legal principles of administrative activity in the field of international tourism;

the stages of formation and promotion of international tourism;

the mechanism of functioning of international organizations in the sphere of tourism;

the basic features of integration processes in the field of tourism;

the style of managing travel companies and their personnel in the field of international tourism;

the features of decision making in the field of international tourism;

the types of organizational cultures, the essence of corporate social responsibility and ways of raising it in tourism;

the mechanisms of accommodation, catering and organizational procedures of tourists in the process of international tourism;

the organization of franchising in the tourist hotel industry;

the basic models of management in international tourism for the creation and support of hospitality;

the features of signing contracts at the enterprise level in the field of international tourism.

When studying the academic discipline the students have to form **skills** at:

drawing up statistical reports on international tourism by tourism enterprises;

analyzing the internal and external environment for tourism organization and management in the international tourism;

using appropriate situational style in enterprise management in the provision of services to international tourism;

organizing international freight transport of tourists;

organizing catering and accommodation for tourists in hotels during international tours;

shaping of hospitality in making international tourists;

forming international contracts at the enterprise level to provide international travel services;

using transfers in the international tourism;

organizing the procedures paperwork accompanying tourist services in international tourism;

selecting strategic alternatives of tourism enterprises in international tourism;

creating an organizational culture of tourism enterprises conducive to international cooperation;

using Internet technology in tourism management.

The students should form the following **communication abilities**:

the ability to implement the interaction between customer and travel company in providing tourist services;

the ability to manage decisions based on the provision of information;

the ability to ensure the transparency of the possibilities of tourism in the international tourism.

The students have to develop such **autonomy and sociability** skills as:

the ability to make decisions as to providing services in international tourism;

the ability to solve problems encountered in the formation and implementation of services in international tourism;

the ability to take responsibility for the process and the result of providing services in international tourism;

the ability to take responsibility for the results of providing services in international tourism.

The study of theoretical fundamentals of the academic discipline needs consolidation of the gained knowledge. For this purpose, seminars and practical lessons are conducted that makes it possible to control the current mastering of the educational material on separate themes of the discipline. At

seminars and practical lessons only the most important and most difficult issues are studied. Students have to learn the rest of the material on their own. When preparing for seminars and practical lessons students should get familiarized with the lecture notes on the appropriate topic to study the terms and concepts in order to understand the logic of the educational material. For more in-depth study of the material it is necessary to explore the relevant topics based on the recommended and other literature.

# 1. Plans and themes of seminars

A seminar is an organizational form of educational lessons at which the lecturer organizes students' discussion of questions on corresponding themes (Table 2). Seminars are conducted in the form of conversation, reviewing and discussion of abstracts and reports, discussions, etc. Seminars provide consolidation of the knowledge received at lectures and during the independent studying of some issues of the discipline. The basic purpose of seminars is expansion, deepening and consolidation of the theoretical knowledge and directing it to mastering the teaching material, development of skills and habits, scientific thinking and oral speech of students. At each seminar the teacher evaluates the knowledge of students, their participation in discussions, skills at formulating and defending their points of view.

Table 2

**Plans of seminars**

Theme	Program question	Recommended reading
1	2	3
Theme 1. Types of management in international tourism	A seminar-discussion "The main task of management in international tourism": 1. The essence of international tourism management. 2. The levels of management, labor management features at each level. 3. Features of management in tourism. 4. Innovation in international tourism management at the present stage of its development	Main: [1 – 7]. Supplementary: [8 – 10; 13; 16]. Information resources: [24]
Theme 2. International tourism organizations	Presentations and reports on "The International tourism in... (the list of countries is provided). 1. General characteristic of the country. 2. Statistical data about tourists' coming in and leaving the country. 3. Types of tourism that attract tourists. 4. Attractions that appeal to tourists	Main: [1 – 7]. Supplementary: [9; 10]. Information resources: [24]

Table 2 (the end)

1	2	3
Theme 3. Government regulation of international tourism	Presentations of students about the country which they have chosen for reports and presentations on the second theme. Questions: 1. International cooperation in tourism. 2. The documents that are the basis for international tourism. 3. The main international tourism organizations, their functions and conditions of operation	Main: [1 – 7]. Supplementary: [9; 10]. Information resources: [20 – 24]
Theme 4. Managing the international tourism industry	Presentations of students about the country which they have chosen for reports and presentations on the second theme. Questions: 1. The mechanism of the international tourist activity regulation. 2. Standardization in the international tourism. 3. Licensing in the international tourism. 4. Tax regulations in the international tourism	Main: [1 – 7]. Supplementary: [13]. Information resources: [20 – 24]
Theme 5. Managing international tourist transportation	Presentations of students about each branch of the tourism industry in Ukraine and other foreign countries that they chose earlier. 1. Transportation. 2. Tourism and transport systems. 3. Railway transport. 4. Road transport. 5. Water transport. 6. Air transport	Main: [1 – 7]. Supplementary: [13]. Information resources: [24]
Theme 6. Hospitality management in international tourism	Presentation: "A project of public catering in the international market based on the international law"	Main: [1 – 7]. Information resources: [21 – 24]

In the process of seminars, discussion is organized on certain themes. Students prepare presentations and reports concerning problem areas to which an answer must be found in the discussion and debate.

During seminars the time is set for each task. Active participation of students in seminars allow for appropriate evaluation of their knowledge.

## 2. Plans of practical lessons

Practical lessons are a form of the educational process in which the lecturer organizes detailed examination of some theoretical questions of the academic discipline. A practical lesson forms skills in the practical application of these theoretical tasks. Students carry out them individually.

Conducting these lessons is based on pre-prepared teaching materials – tests to control the necessary mastery, theoretical tasks of different difficulty levels.

Lessons include preliminary control of knowledge and skills of students, setting a general problem by the lecturer, discussing it with students, solving control tasks, checking, evaluating (Table 3).

Table 3

**Plans of practical lessons**

Theme	Tasks	Recommended reading
1	2	3
Theme 1. Types of management in international tourism	Task 1. Make a SWOT analysis and identify factors that contribute to and prevent from domestic and international tourism for Kharkiv and Kharkiv region	Main: [1 – 7]. Supplementary: [9; 10]
Theme 3. Government regulation of international tourism	<i>The control work</i>	Main: [1 – 7]. Supplementary: [9; 10]
Theme 4. Managing the international tourism industry	Task 1. Solving problems on planning taxes for tourism enterprises	Main: [1 – 7]. Information resources: [20 – 23].
Theme 6. Managing catering enterprises in international tourism	Task 1. Solving problems on determining the tariffs for transportation depending on changes in the conditions for international tourism and segmentation of their customers. <i>The control work</i>	Main: [1 – 7]. Information resources: [20; 23; 24]

Table 3 (the end)

1	2	3
Theme 7. Hospitality management in international tourism	Task 1. Solving a situational task of catering choices depending on the capabilities and requirements of customers of international travel services. Task 2. Solving practical problems of calculating the menu and the cost of maintaining catering accepting foreign tourists. Task 3. Solving a situational problem with tourist accommodation, depending on their preferences and expectations. Task 4. Solving practical problems on calculating the cost of transfer for services of accommodation	Main: [1 – 7]. Supplementary: [13; 15]. Information resources: [21; 22; 24]
	<i>Final control: a colloquium</i>	

### 3. Guidelines to practical tasks and independent work

#### Theme 1. Types of management in international tourism

##### ***Guidelines concerning the theme***

In the process of studying this theme attention is drawn to the following questions: the concept and essence of management in tourism; the definition of the term "manager"; level managers in tourism: high (top manager), medium (middle manager), low (entry manager) level; the definition of the term "management in tourism"; structuring management based on three criteria; the main types of management in tourism: typological and functional; directions of management in tourism: personnel, administrative, financial, marketing, management, transport, innovation, PR management, investment, strategic, quality management, manufacturing, information, communicative, knowledge management, animation, international, management, motivational, coordination, environmental management, management of sales, legal, risk management; the basic functions of management: planning, organization, motivation, control, communication, coordination decisions; defining external and internal environment in international tourism; environmental factors

determining the direct and indirect effects; determining factors of the internal environment; SWOT analysis.

### ***Practical task 1***

Make SWOT analysis and identify factors that contribute to and prevent from domestic and international tourism for Kharkiv and Kharkiv region.

#### **The list of questions for independent work**

1. The basic concepts of international tourism: tourism, tourist, tourist products, promotion of a tourist product.
2. Types of tourism: international and domestic tourism.
3. The subjects carrying out and/or providing tourist activities: travel agents, tour operators.
4. Classification of tourism.
5. Organized and unorganized tourism, business tourism, individual and group tourism, commercial and social tourism.
6. Mass and elite tourism.
7. Sustainable and eco-tourism.
8. Travel with the purpose of fun and recreation.

#### **Questions for self-testing**

1. What features has the international tourism?
2. List the expenditure of the country that wants to receive foreign tourists.
3. List the factors of international tourism.
4. What is "management in tourism"?
5. What types of management are used in tourism?
6. In what way are specifics of management manifested in the tourism industry?
7. What environmental factors have affect on tourism activities in the region?
8. What factors of internal environment are the most important for the development of tourism in the region or country?
9. What kind of management is used in international tourism?
10. What is the specificity of management in international tourism?

## **Theme 2. International tourism organizations**

### ***Guidelines concerning the theme***

In the process of studying this theme attention is drawn to the following questions: the definition of bilateral cooperation in international tourism, specific measures of such collaboration, control over the execution of these agreements; multilateral cooperation in international tourism, functions of such cooperation, forms of multilateral cooperation; the United Nations World Tourism Organization (UNWTO), the organizational structure of the UNWTO, the charter of the organization, the functions of the UNWTO, the Executive Committee of the organization, the functions of this committee, subsidiary bodies of the Executive Committee, UNWTO activities in particular areas, documents of the UNWTO; the tourism Council of the CIS, features of its work; the World Federation of Travel Agencies, the International Federation of Tour Operators, the International Hotel Association; the International Air Transport Association, the International Association of Congress Business, the International Bureau of Tourism, the International Youth Tourism Bureau; regional tourism organizations, their functions.

### **Questions for self-testing**

1. List the international tourism organizations and their functions.
2. What are the tasks of the United Nations World Tourism Organization?
3. What is the role of the United Nations in the development of tourism?
4. What is the purpose of professional associations, international tourism?
5. What is "international cooperation in the field of tourism", what are the main tasks?
6. Who participates in international cooperation and in what forms?
7. What is bilateral international cooperation?
8. What is multilateral cooperation in tourism and in what forms does it appear?
9. Give examples of major world conferences and meetings on tourism. What are the main themes discussed at these forums?

10. What international tourism organizations do you know and what are their objectives? List the classification criteria for these organizations.

11. What role does the United Nations Organization play in promoting international tourism?

12. Describe the structure, purpose and forms of the United Nations World Tourism Organization.

13. What is a specialized tourism organization? Give examples of these organizations and tell about the purpose of their work.

14. What for are regional tourist organizations created? Give examples.

15. What are the aims and tasks of the United Nations' World Tourism Organization?

### **Theme 3. Government regulation of international tourism**

#### ***Guidelines concerning the theme***

In the process of studying this theme attention is drawn to the following questions: government regulation of tourism in Ukraine; concepts and methods of government regulation of international tourism in Ukraine; Instruments of government regulation of international tourism in Ukraine: conferences, assemblies, meetings, forums, congresses, seminars conducted by international organizations; declarations, conventions, resolutions, agreements, protocols and recommendations adopted by international conferences and forums; the history of state intervention in tourism activities at the international level; main levers of state intervention in tourism activities; the definition of certification, types of certification, the certification task; the definition of standardization, standardization task; the definition of license, the basic requirements for obtaining a license as in the case of some countries; classification of taxes derived from tourism; foreign experience in the taxation of travel services; regulatory milestones of the international tourism business; the characteristics of a modern system of regulation and instruments.

#### ***Practical task 1***

Prepare a travel voucher.

## ***Guidelines***

The instructions on the order of processing and use of a voucher for tourist services can be found in the following documents:

the Law of Ukraine "On Tourism" dated 18.11.2003 No. 1282-I, p. 23;

the State Tourism Administration Order No. 50 dated 06.06.2005 "On Issuing and Using a Voucher for Tourist Services" registered with the Ministry of Justice of Ukraine 18.07.2005 No. 765/11045.

The voucher should contain the following information:

- the name and legal address of the travel company;
- the series, number and date of issue of licenses for the tour operator (travel agency) activities of the State Tourism Administration of Ukraine;
- the name of the tourist;
- the names, age of children;
- the name of the country (cities);
- the placement, including the contact phone of the reception of the hotel (recreation, etc.);
- the period of stay;
- nutrition;
- transport;
- transfer;
- insurance;
- the price of the tour;
- paid or payable;
- additional conditions;
- the date;
- the stamp, the name and the signature of the travel company.

## **Questions for self-testing**

1. What is the essence and structure and what are the instruments of government regulation of international tourism activities?

2. Describe the main mechanisms aiming to support the development of international tourism.

3. What are the main features of the international legal regulation of tourism in different countries?

4. List the tasks which have certification in tourism.
5. Why is standardization required in international tourism?
6. What is licensing in tourism and what are the peculiarities of tourism licensing in different countries?
7. What are the features of tax regulation of international tourism activities in different countries?
8. How does the French travel legislation protect the rights of consumers in tourism?

## **Theme 4. Managing the international tourism industry**

### ***Guidelines concerning the theme***

In the process studying this theme attention is drawn to the following questions: the definition of the tourist industry; the group of enterprises that produce goods and services for tourists; tourism products; coordination of the components of the tourism industry; the structure of the industry; transportation, tourist accommodation facilities, catering, information and travel services, animation services; the definition of the tour, the kinds of tour operators; the definition of tour agents; the types of travel agents; dependence and cooperation between tour operators and travel agencies, foreign experience.

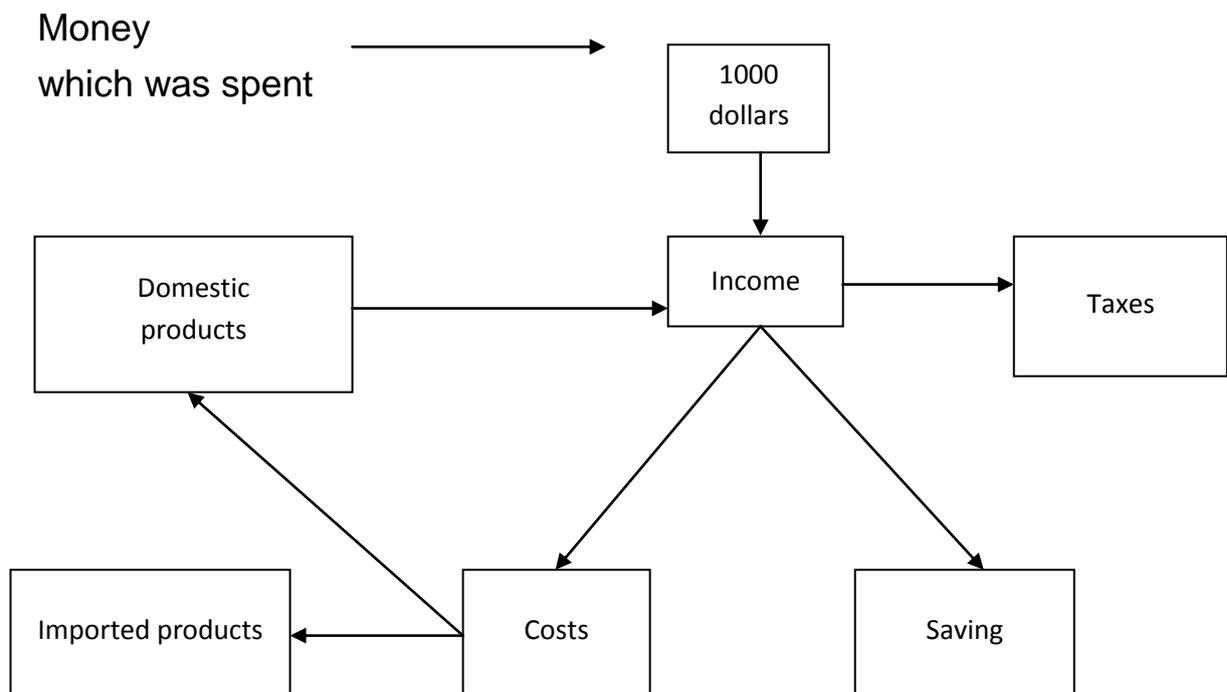
### ***Practical task 1***

Tourists visit the resort "Sunny Beach" in Bulgaria. They spend, on average 1000 dollars in hotels and other establishments related to the tourism infrastructure. This money comes to the owners of hotels, restaurants, etc., who after paying taxes spend their money at their discretion. While spending some money on imported goods, they mostly purchase domestic goods and services.

Suppose, the dollar tax is 20 %, the amount of savings is 10 % of the total revenue. The remaining money is distributed as follows: 20 % on the imported goods, the rest is spent on the domestic product.

Show schematically stages I, II and III in the cycle. Expand on the content of the factor income in tourism.

What stage of this scheme ceases to be effective for Ukraine?



- \_\_\_\_\_ first stage
- second stage
- ..... third stage

### ***Practical task 2***

The index of competitive countries in the field of tourism and travel is formed on the basis of accounting 13 major factors, according to the organizers of the study, determining the position of individual countries in the global tourism market. These include the following:

1. Safety.
2. The level of health and sanitary conditions.
3. The level of prices. Price competitiveness of the tour industry.
4. Human resources.
5. Priority areas for tourism authorities.
6. Air transport infrastructure.
7. The attitude of local people towards tourists. The level of hospitality.
8. Land transport infrastructure.
9. Tourist infrastructure.
10. Government policy and legislation in the field of tourism.
11. Environmental legislation.

12. Telecommunications infrastructure.

13. Natural and cultural resources.

These criteria are distributed into three logical groups which are used by experts of the World Economic Forum to assess the competitiveness of nations in the world: public policy and legislation; infrastructure and business; human, natural and cultural resources.

Common place in the ranking	2013	2014	Dynamics of changes
Government policy and legislation in the field of tourism	78	77	+1
Environmental legislation	88	100	-12
Cultural resources	109	83	+26
Security	118	84	+34
The level of health and sanitary conditions	73	93	-20
Priority areas for tourism authorities	39	17	+22
The attitude of local people towards tourists. The level of hospitality	90	96	-6
Natural resources	46	62	-16
Telecommunications Infrastructure	118	104	+14
Air transport infrastructure	64	52	+12
Land transport infrastructure	87	98	-11
Land transport infrastructure	84	67	+17
Tourism infrastructure	75	62	+13
Level of prices. Price competitiveness of the tour industry	37	115	-78
Human resources	73	80	-7

Give a description of the situation in the tourism sector of Ukraine based on the results of this ranking (attended by 124 countries).

Compare the situation in 2013 and 2014.

Which of the components have most strongly affected such a low position in 2013 and that in 2014.

Do you agree with international experts?

What assessment, do you think, does not reflect the real situation in the country (overstated or understated)?

## **Questions for self-testing**

1. Describe the structure of the international tourism industry.
2. How are the components of the hospitality industry coordinate?
3. List the classification of tour operators.
4. What is the Standard Classification of tourist accommodation?
5. List the types of hotel enterprises.
6. What is the main hotel classification system in some countries?
7. What are the requirements for staff working in the hotel "5 stars"?
8. What types of catering businesses are involved in catering for tourists?
9. Describe in brief each type of mass catering.
10. What kind of hotel rates can you name?
11. What is the essence of the differentiated approach to foreign audiences?
12. What are the basic requirements for personal and professional qualities of a guide-interpreter?
13. What methods and techniques of excursions do you know?
14. List the main types of excursions.
15. What should the composition of the excursion be?
16. What are the features of bus and motor tourism?
17. What is the role of railways in tourism?
18. Name the function of international air organizations.
19. What is the legal framework of international maritime cruises?
20. What are the main tasks of managing the modern entertainment industry?

## **Theme 5. Managing international tourism transportation**

### ***Guidelines concerning the theme***

In the process of studying this theme attention is drawn to the following questions: the role and place of transport; the history of the term "tourism transportation"; types of transport; features of international tourism transportation; international agreements in the field of transport; transport documents; participants in contractual relations in international tourism transportation; sources of legal regulation of tourist transport services; regulation of the rail transport; types of passenger services: scheduled and chartered flights; types of scheduled flights; types of charter flights; special

tourist trains; car trends in the tourism industry: the organization of bus travelling, organization of travelling by private car, renting a car; regulation of the international road transport; the car rental process, documents; types of water transport, cruises, annual cruises, ocean cruises; the main cruise regions; categories of cruise companies, a contract for cruise traffic; ways of regulating the air transport; the term "pool-contract"; international regulation of air services; the Warsaw Convention; the Chicago Convention; the Bermuda Agreement; the International Civil Aviation Organization; the International Air Transport Association; interaction with tourism carrier enterprises.

### ***Practical task 1***

You are requested to investigate all the available transport infrastructure and services in your selected province. Present your findings in the format of a 6 page report to convince the committee to award your province the bid. Use the following headings to assist you in compiling the report.

Guidelines to compiling your investigative report:

Use one page per heading/transport type in your discussion: introduce your province and its unique selling points (USP). Indicate the aim of the report (100 – 150 words).

- Provide an overview of the transport infrastructure available in your province. Mention the physical infrastructure and the condition of the infrastructure (150 – 200 words).

- Summarise the specifics of any THREE types of transport (land, rail, air or water) available in your province. Use ONLY one folio per transport type. Include details of the operators, routes, frequency, operating hours, costs, reliability, and all available transport options (150 – 200 words per type of transport). The rest of the folio page (front and back) can consist of relevant pictures/route maps/schedules or collage of main operators, etc. to support/highlight your description).

Conclusion: Convincing summary to argue why your province offers the best type of transport services and should be the winner of the bid (6) (5) 3 x 8 (5) (5).

### **Questions for self-testing**

1. Organization of thematic cruises.
2. The value of basic and additional services during the cruise.

3. Peculiarities of integrated services on the specialized tourist route.
  4. Peculiarities of regular international traffic railway lines.
  5. The development of railway lines and features of transportation of tourists.
  6. Features of tourist services on regular international railway lines.
  7. The organization of regular passenger rail lines.
  8. The main stages of the bus tour.
  9. Organization of the guide during the bus route.
  10. Agreements between the transport company and a travel agency.
- List the rights and the responsibilities of the partners.
11. Transportation by scheduled bus lines.
  12. Stages of supporting tourists travelling by their own car.
  13. The main types of air transportation.
  14. Features of charter flights.
  15. Features of business air transportation.
  16. The features of the scheduled air transportation system. The leading airlines.
  17. Organization of cooperation between travel agencies and airlines.

## **Theme 6. Managing catering enterprises in international tourism**

### ***Guidelines concerning the theme***

In the process of studying this theme attention is drawn to the following questions: the definition of the restaurant; the definition of the café; the definition of the bar, buffet, snack, canteen; classification of restaurants depending on the location; classification of bars depending on their location; forms of service; culture of service; providing food in restaurants; types of breakfast; methods of service; types of service: French, Russian, English, American; banquet service; the definition of franchise; subjects in the franchise restaurant business, impacts on their development; the definition of the menu; types of menus; group meals in the order presented in the menu; compilation specificity menu; qualitative analysis of the menu; the method of Miller; the method of Smith.

### ***Practical task 1***

Revenues and costs associated with the tourism balance of payments, as recommended by the International Monetary Fund under "Tourism/travel"

include, on the one hand, revenues from foreign visitors (assets), on the other hand, expenses of citizens abroad (liabilities).

Acquisition costs of tourist products and services. The cost of imports needed for tourist consumption, including direct and indirect imports. The cost of acquisition of other services: training, pay to foreign specialists. Transport costs for transportation are not local. Investments abroad. The cost of long-term foreign loans: interest; reimbursement of the capital.

Assets	Liabilities
1. Revenues from the sale of tourism products and services	Acquisition costs of tourist products and services
2. Revenues from exports of goods and equipment tourist needs for tourism enterprises	The cost of imports needed for tourist consumption, including direct and indirect imports
3. Revenues from sale of other services: training, services to specialists of the country and other countries	The cost of acquisition of other services: training, payments to foreign specialists
4. Transportation costs of foreign visitors, local transportation, international transportation	Transport costs for transportation of non-local nature
5. Investment of foreign capital	Investments abroad
6. Revenues from loans provided by other countries: interest, reimbursement of the capital	The cost of long-term foreign loans: interest rate; reimbursement of the capital

You must evaluate all the items of revenues and costs presented in the table in terms of the current situation in the West Ukraine. Suggest events sections that would increase the active part of the balance.

### ***Practical task 2***

Divide the list of the countries into two groups:  
 countries with a surplus balance of tourism;  
 countries with a negative net balance of tourism.

The proposed list of countries: Spain, Italy, Germany, Japan, UK, USA, France, Turkey, Mexico, Belgium, Sweden, Canada, Greece, Hungary, Norway and Finland.

### ***Practical task 3***

The research findings showed the following results concerning the current trends in the levels of professionals in the sphere of international tourism in the sub-regions of the world according to the major tourist classification of the WTO.

Professional levels are defined as follows:

FLP managers;

SPV top-managers;

MLM middle managers;

HLM staff.

Expert assessments are as follows:

#### Europe

Pleasure	FLP	SPV	MLM	HLM
Percentage of entrepreneurs who are satisfied with the knowledge and skills of their employees	38	28	21	23

#### USA

Pleasure	FLP	SPV	MLM	HLM
Percentage of entrepreneurs who are satisfied with the knowledge and skills of their employees	28	28	37	35

#### Africa

Pleasure	FLP	SPV	MLM	HLM
Percentage of entrepreneurs who are satisfied with the knowledge and skills of their employees	0	33	55	55

#### East Asia and Pacific coast

Pleasure	FLP	SPV	MLM	HLM
Percentage of entrepreneurs who are satisfied with the knowledge and skills of their employees	47	35	41	50

#### East

Pleasure	FLP	SPV	MLM	HLM
Percentage of entrepreneurs who are satisfied with the knowledge and skills of their employees	33	11	44	62

#### North Asia

Pleasure	FLP	SPV	MLM	HLM
Percentage of entrepreneurs who are satisfied with the knowledge and skills of their employees	14	57	43	83

Analyze the results of the expert evaluation for each sub-region, including economic, socio-cultural, demographic and other features of functioning of each of them.

How are these features reflected in the results of the survey?

### **Questions for self-testing**

1. The classification of catering enterprises in tourism.
2. What are the methods of the catering service?
3. What is the catering system, characterize it.
4. The types of tourist catering organizations (breakfast, half board, full board, all inclusive).
5. Types of breakfast, their characteristics.
6. The kind of maintenance and service.

## **Theme 7. Hospitality management in international tourism**

### ***Guidelines concerning the theme***

In the process of studying this theme attention is drawn to the following questions: groups of accommodation; types of accommodation enterprises: aquahotel, apartohotel, tourist base, business travel, motel, bungalows, guesthouses, congress hotel, resort, hotel resort city, hotel resort congress, cottage, inn, ecological village, camping, motel, hotel, board, rotel, experience of foreign countries regarding the classification of hotels; factors that influence the choice of placement; the role of staff; organizational structures of management in the hospitality industry: linear management structure, functional management structure, linear-functional management structure, divisional management structure, matrix management structure.

### ***Practical task 1***

You are the manager of the hotel "Slavutich". You have to develop a marketing strategy for your hotel, formulate the main goals.

The manager must suggest criteria for "Slavutich" that will boost its competitiveness:

1. Optimal location.
2. The quality and range of services provided.

3. The optimal number of places in the hotel.
4. Requirements for support staff.

Output data:

Unstable political and economic situation in the Crimea and Ukraine prevents the development of foreign trade.

As a result, demand for services is low. The activity of most hotels is characterized by seasonality. The load factor does not exceed 0.3 (the optimal level is 0.8).

However, most hotels do not meet international standards of the hotel service. The workload of the room stock is mostly associated with the list of services, their quality, price level of the rooms. All of the hotels have different levels of performance average workload. It depends on the price of rooms and categories of customer activity and the focus search customer list and quality of basic and additional services.

In bars, restaurants and hotels cashless and cash payment is set.

The hotels "Yalta" and "Oreanda" are in the area designed for such events as congresses, seminars, fairs, talks.

The hotel occupies a prime location, which is an important factor of its competitiveness.

In the world practice, optimal hotels with rooms and apartments providing up to 200 beds are for efficient service, while in the Crimea these are with up to 60 beds.

### **Questions for self-testing**

1. Define the terms "hospitality", "hotel services" "hotel services market", "hospitality industry", "property", "placement agent".

2. Into what groups are hotel services divided? Give examples of each of the groups.

3. What factors influence the formation of the environment? hospitality? Which aspects help to analyze resources of hospitality.

4. Describe the economic substance of the hotel. How are its characteristics manifested?

5. What are the main stages of hotel business development in the world?

6. Describe the features of the hotel business in the USA. What innovations are popular in all hotels in the world which were offered by American hoteliers?

7. Define the term a "hotel chain". What model of hospitality was formed in the second half of the twentieth century?

8. Which hotel chains form the top ten? What criteria determine the major hotel chains?

9. Name the famous hotel business people who founded the world hotel chains. What innovations were proposed by each of them in the hospitality industry?

10. In what way do specialization, diversification, conceptualization and greening hotel services manifest themselves? Give examples.

#### **4. Tests for self-assessment**

1. Torts relating to misrepresented facts about a business's goods or services may be subject to a lawsuit on the basis of:

- A) defamation;
- B) intrusion;
- C) assault;
- D) fraud.

2. Aviation, taxation, and commerce are categories of \_\_\_\_\_ law.

- A) judicial;
- B) administrative;
- C) legislative;
- D) executive.

3. Which of the following is true regarding passenger rights in the air travel industry?

A) There is an international "Bill of Rights" to protect air travel consumers.

B) If baggage is lost, airlines pay a flat fee to reimburse the passenger.

C) It is legal for an airline to overbook a flight.

D) Airlines must provide monetary compensation if a flight is delayed due to bad weather.

4. Wal-Mart, Domino's Pizza, and Avis Rent-a-Car are examples of:
- A) retailers;
  - B) agents;
  - C) industrial distributors;
  - D) wholesalers.
5. Channel members of a supply chain should be familiar with antitrust laws so they do not engage in activities that
- A) limit monopolies;
  - B) restrict efficiency;
  - C) hinder competition;
  - D) prohibit authority.
6. Which of the following benefits of partnerships among channel members in a distribution channel has the most potential for misuse:
- A) improved product quality;
  - B) sharing of sensitive information;
  - C) lower inventories and operating costs;
  - D) rapid order fulfillment.
7. Once you know your group's purpose, what should you do next?
- A) Find out what people know about the subject.
  - B) Agree on ground rules.
  - C) Volunteer a new idea.
  - D) Contribute in a useful way.
8. Which of the following actions is it important for a speaker to take when s/he makes an oral business presentation to a large group:
- A) relax the audience by swaying back and forth when speaking;
  - B) turn away from the audience when presenting visual aids;
  - C) avoid eye contact with anyone in the audience;
  - D) speak loudly enough for the audience to hear the message.
9. What is a technique that often helps business people to write effective business letters?
- A) Developing charts.
  - B) Preparing outlines.
  - C) Consulting references.
  - D) Asking questions.

10. A persuasive message that asks a person to do something should be written in a way that makes it easy for the person to:

- A) respond positively;
- B) answer politely;
- C) organize logically;
- D) read slowly.

11. Customer relations skills such as courtesy and friendliness should be emphasized during a business's

- A) facilities design;
- B) hiring process;
- C) market research;
- D) technology planning.

12. A business improves its technology so it can better meet customer wants and needs. This results from a business activity known as

- A) continuous improvement;
- B) organizational structuring;
- C) employee training;
- D) business process management.

13. Distribution channel members must keep in mind that customers tend to

- A) expect low service levels;
- B) want immediate delivery;
- C) define service differently;
- D) refuse late shipments.

14. The things that people buy in order to satisfy their economic wants are known as

- A) free goods;
- B) tangible objects;
- C) economic votes;
- D) economic goods and services.

15. Which of the following factors have provided businesses with more opportunities to buy and sell products at the international level:

- A) protectionism;
- B) language barriers;
- C) free-trade agreements;
- D) strict safety standards.

16. What do businesses often need to do to adapt to today's markets?

- A. Remodel corporate facilities.
- B. Participate in international trade.
- C. Hire new management staff.
- D. Analyze organizational resources.

17. A major characteristic of a market economy is \_\_\_\_\_ ownership of property.

- A) monopolistic;
- B) government;
- C) limited;
- D) private.

18. A business that encourages its workers to give input on issues affecting the company is using

- A) quality of work life;
- B) motivation;
- C) specialization;
- D) participative decision-making.

19. Which of the following factors characterizes the growth phase of business cycles?

- A) Demand for resources exceeds their availability.
- B) Consumers and producers are borrowing more money.
- C) Consumers are putting more money into savings.
- D) Producers are reducing their purchases of new goods.

20. During a negotiation, Kara tells Jason that she will agree to help him with the department budget, if he agrees to help her finish a research project. This is an example of

- A) unfair collaboration;
- B) peer pressure;
- C) bargaining;
- D) self-control.

21. When persuading others to go along with a proposed change, you should

- A) explain how the change will benefit them;
- B) tell them that there's a better way of doing things;
- C) minimize the amount of information you give;
- D) reinforce your proposal with facts and statistics.

22. Which of the following is an example of processing a transaction with a debit card?

A) Jayden purchased a new video game from Great Deal Electronics using a store-issued card given to him by his grandfather.

B) Tyler provided his card number and expiration date to the online-travel agency so he could obtain his airline tickets now and receive his bill for the tickets later.

C) After Ava finished her meal at an upscale restaurant, she presented the server with a card that provided Ava with a special discount off her bill.

D) When Naomi purchased office supplies, she presented the cashier with a card that automatically withdrew funds from her business's checking account.

23. If individuals are not self-employed, which of the following is a type of earned income they might receive?

A) Vacation pay.

B) Interest and dividends.

C) Child support income.

D) Trust disbursements.

24. Insurance is a key element in lifelong financial planning that

A) provides protection against financial losses;

B) guarantees a solid financial future;

C) protects a person from unethical salespeople;

D) is available only to property owners.

25. When Alana prepares a report so that all of the financial data is clearly disclosed, she is ensuring that the information is

A) transparent;

B) timely;

C) relevant;

D) flexible.

26. Which of the following would a business use in order to know how much money is available to hire more staff?

A) Accounting information.

B) Income statement.

C) Profit-and-loss statement.

D) Journal.

27. One reason why ethics is important in accounting is because financial records can be

- A) made available to the public;
- B) reviewed by government agencies;
- C) interpreted in different ways;
- D) communicated in writing.

28. One of the roles of ethics in finance is to encourage business employees to

- A) make the right decisions;
- B) sell to customers;
- C) increase company profits;
- D) prepare operating budgets.

29. One way that the use of computer technology benefits human resources management is by

- A) reducing the need to interview candidates;
- B) quickly delegate work assignments;
- C) electronically processing information;
- D) analyzing valuable feedback.

30. Which of the following is an example of external secondary information that a hotel chain might use for marketing research purposes?

- A) Suggestion cards collected from guests.
- B) Guest-registration data.
- C) Online industry reports.
- D) Occupancy forecasts.

31. Which of the following is an example of primary hospitality and tourism market information?

- A) Financial statements provided in annual reports.
- B) Automated guest history records that can be shared by affiliated businesses.
- C) Reservation records and registration information.
- D) Free reception for frequent travelers in which feedback is collected.

32. Which of the following is a web site that is likely to provide statistical tourism information for a specific destination?

- A) The local chapter of the American Marketing Association.
- B) The Farmer's Almanac.
- C) Transportation Security Administration.
- D) The local chamber of commerce.

33. A restaurant wants to predict how their customers will react to a new menu. What type of relationship should the restaurant mine from blogs?

- A) Sequential patterns.
- B) Clusters.
- C) Classes.
- D) Associations.

34. Which of the following statements regarding using the Internet to administer questionnaires is true?

- A) Interviewers are more likely to influence respondents' answers online.
- B) Online questionnaires require more time for data entry and collection.
- C) Respondents are more likely to misunderstand online questionnaires.
- D) Data-entry and administrative costs are higher for online questionnaires.

35. Calculate the mean using the following statistical table: Numeric Value of Response Number of Responses is 6, 8, 5, 12, 4, 16, 3, 14, 2, 9, 1, 6.

- A) 2.9;
- B) 3.7;
- C) 3.3;
- D) 4.1.

36. The research data indicate a correlation of  $-1 > r > 0$ . What does that tell you?

- A) The two variables tend to increase or decrease together.
- B) One variable increases as the other variable decreases.
- C) There is perfect correlation between the two variables.
- D) The two variables do not vary together at all.

37. The purpose of using presentation software to prepare multimedia presentations is often to use those presentations to

- A) support report findings;
- B) develop web sites;
- C) maintain customer files;
- D) access online resources.

38. When presenting research findings orally, you can help an audience of business professionals to better understand the findings if you

- A) designate a research team member to ask questions;
- B) call on the audience to explain their understanding of the research;
- C) use meaningful comparisons;
- D) provide a bibliography of the resources cited.

39. A small, local restaurant has decided to advertise its elegant atmosphere and qualified wait staff. This approach is an example of \_\_\_\_\_ marketing.

- A) service;
- B) mass;
- C) product;
- D) target.

40. A company wants the public to perceive it as a builder of luxury resorts. What goal does this illustrate?

- A) Projecting a certain image.
- B) Increasing efficiency/productivity.
- C) Increasing sales.
- D) Achieving stability.

41. One of the benefits to a hotel of keeping a guest-history file is that the information in the file can help the hotel to

- A) advertise effectively;
- B) hire well-trained workers;
- C) stay within a budget;
- D) register walk-in guests efficiently.

42. One way for a hospitality business to obtain current information in a cost-effective and efficient manner is by

- A) interviewing experts;
- B) reviewing archived journals;
- C) developing a survey;
- D) accessing an Internet search engine.

43. Information management can be a challenge because

- A) there is only one "right" way to do it;
- B) there is often not enough information to manage;
- C) many people don't understand what it is;
- D) no one wants to participate in it.

44. Mr. Edwards saved some confidential customer information from his employer's computer network onto a flash drive, so that he could work on a project from a different location. Without realizing it, Mr. Edwards dropped the flash drive in a parking lot on his way to a meeting. This situation is an example of a risk related to

- A) employee privacy;
- B) information security;

- C) patent protection;
- D) data entry.

45. Which of the following is an example of the digital convergence occurring on the Internet?

- A) Internet companies increasing their bandwidth.
- B) Internet companies offering wireless service.
- C) Internet companies offering phone service.
- D) Internet companies increasing their use of WANs.

46. One of the reasons why a chain of hotels might analyze and interpret the marketing information contained in databases is to

- A) tabulate findings;
- B) compare variables;
- C) survey guests;
- D) organize products.

47. Justin's company is keeping documents regarding the accidental death of an employee while on the job. In case the employee's family sues the company, the business should have \_\_\_\_\_ records on hand.

- A) promotional;
- C) asset;
- B) payroll;
- D) legal.

48. A growing trend that is influencing the way that many companies do business is the concern for

- A) distributing the wealth;
- C) monitoring the economy;
- B) protecting the environment;
- D) regulating the government.

49. A current trend in the hospitality industry is to build loyal customer relationships and enhance service levels by optimizing the use of

- A) independent travel agents;
- B) Internet web sites;
- C) satellite roving devices;
- D) service rating advisors.

50. One way that businesses maintain the security of data that they send over the Internet to clients is by using a software program that prevents a(n)

- A) virus from being downloaded;
- B) attachment from being included;
- C) document from being forwarded;
- D) search engine from being used.

Correct answers:

1. D	11. B	21. A	31. D	41. A
2. B	12. D	22. D	32. D	42. D
3. C	13. C	23. A	33. A	43. C
4. A	14. D	24. A	34. C	44. C
5. C	15. C	25. A	35. B	45. C
6. B	16. D	26. A	36. B	46. B
7. B	17. D	27. B	37. A	47. D
8. D	18. D	28. A	38. C	48. B
9. B	19. B	29. C	39. A	49. B
10. A	20. C	30. C	40. A	50. C

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НАВЧАЛЬНЕ ВИДАННЯ

**Методичні рекомендації  
до практичних занять та самостійної роботи  
з навчальної дисципліни  
"МЕНЕДЖМЕНТ МІЖНАРОДНОГО  
ТУРИЗМУ"**

**для студентів напряму підготовки  
6.140103 "Туризм" усіх форм навчання  
(англ. мовою)**

*Самостійне електронне текстове мережеве видання*

Укладач **Ястремська** Олеся Олександрівна

Відповідальний за видання *О. А. Сущенко*

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Подано методичні рекомендації до практичних занять та самостійної роботи з навчальної дисципліни з метою формування сучасного мислення, спеціальних знань та компетентностей, необхідних для використання об'єктів інтелектуальної власності економічними суб'єктами.

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