

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

**Syllabus  
of the academic discipline  
"ORGANIZATION OF TOURISM: TOUROPERATING"  
for full-time students of training direction  
6.140103 "Tourism"**

Затверджено на засіданні кафедри туризму.  
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*Самостійне електронне текстове мережне видання*

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A thematic plan of the academic discipline and its contents according to modules and themes are given. Plans of lectures, practical trainings and seminars, materials for consolidation of knowledge (independent studies, test questions), methodical guidelines for assessment of students' knowledge, professional competences a student must have after studying the academic discipline are contained.

Recommended for students of training direction 6.140103 "Tourism".

Подано тематичний план навчальної дисципліни та її зміст за модулями й темами. Вміщено плани лекцій, практичних та семінарських занять, матеріали для закріплення знань (самостійну роботу, контрольні запитання), методичні рекомендації щодо оцінювання знань студентів, професійні компетентності, якими повинен володіти студент після вивчення дисципліни.

Рекомендовано для студентів напряму підготовки 6.140103 "Туризм".

# Introduction

The development of tourism in a country depends on the availability of tourism resources and the ability to use them effectively. Therefore, infrastructure development and approval of state programs for tourism are required. It directly influences the quantitative and qualitative characteristics of the travel companies who serve tourists during their travel. The process of organisation of recreation engages tour operators and travel agents whose main task is to identify the needs of potential travelers, suggest them relevant proposals, prepare tour documentation and provide information support.

To perform these tasks successfully tourism specialists must have certain professional and personal competences, the formation of which is provided by this academic discipline. The academic discipline "Organization of Tourism: Touroperating" is obligatory according to the curriculum of bachelors of training direction 6.140103 "Tourism" of all forms of study.

## 1. Description of the Academic Discipline

Name of factor	Subject area, training direction, academic degree	Academic discipline features	
		full-time education	part-time education
Number of credits according to ECTS: 3	Subject area 1401 "Services sector"	Obligatory	
Modules: 2	Training direction: 6.140103 "Tourism"	Academic year:	
Thematic modules: 2		4	4
Sum total hours: 108 (full-time education), 216 (part-time education)		Terms:	
		7	7, 8
Number of hours per week for full-time education: class hours: 2 individual students work: 5 – 9	Academic degree: bachelor in tourism	Lectures	
		16 hours	20 hours
		Practical (seminar) studies	
		16 hours	16 hours
		Laboratory work	
		2 hours	
		Independent training	
		74 hours	180
including individual training 50 hours			
Assessment: examination			

*Note.* The proportion of classroom hours to independent and individual training is:  
 for full-time education: 68.5 %,  
 for part-time education: 17 %.

## 2. The Purpose and Tasks of the Academic Discipline

Development of tourism in Ukraine as a socio-economic phenomenon is largely determined by demand and supply in the market of tourism services, which is influenced by tour operators and travel agents' activity, their ability to create attractive tourism products and the ability to promote them successfully. Therefore the academic discipline "Organization of Tourism: Touroperating" provides technologies of development and promotion of tourism products, organization of economic activity of tour operators and travel agents, their co-operation and collaboration with accommodation, food and transport companies as well as other tourism market participants.

**The aim** of the academic discipline learning is to form a system of theoretical knowledge and applied abilities and skills in using methods and technologies of travel company management including setting up a new business, establishing relations with suppliers, development and promotion of new tourism products etc.

**The object** of the academic discipline includes forms and principles of tourism company development.

**The subject** of the academic discipline is management of tour operators, travel agents and their associations.

The task of touroperating as a science is to analyze the impact of economic, social, psychological, organizational and administrative factors on the choice and use of the most effective ways to improve tourist satisfaction with the product consumed.

Touroperating is related to other sciences and co-operates with them. It is interrelated with natural history, geography, psychology, sociology, economics, politics and management. That is why a wide educational and economic student's background is needed.

A necessary element of the successful mastering of the educational material of the academic discipline is independent work of students with economic literature and legal acts.

A specialist needs knowledge of touroperating to estimate the situation in the market of tourism services, create and maintain his/her own business in the field of leisure and recreation, plan tours and calculate their cost.

The theoretical background for studying the academic discipline "Organization of Tourism: Touroperating" includes the academic disciplines:

"History of Tourism", "Enterprise Economics", "Fundamentals of Tourism", "Geography of Tourism", "Economic Theory", "Management" and "Marketing".

After studying the academic discipline students have to:

**know:**

the essence of the concepts: "touroperating", "tourist product", "package tour", "tourist enterprise", "tourism industry";

the essence of the touroperater activity;

the main business processes of the tourist activities: production, marketing, consumption of the tourism services;

the technology and organization of the tourist trips;

the features of insurance in tourism;

drawing up travel documents;

the procedure for registration of Ukrainian citizens' departure;

determination of tourists rights and obligations;

how to create company tourist products;

the terms and conditions of reservation of tourism services;

accounting and control of service delivery;

execution of travel reports;

safety rules of tourist travel;

the features of the tourist activities automation.

**be able:**

to determine the parameters of tourist flows;

to analyze the main directions of tourists movement;

to use a graph-analytical model of tourist services programs;

to operate tourism enterprises according to the legal and regulatory framework;

to develop the programs of tourist services;

to book services through various means of communication and issue letters of confirmation of booking;

to issue travel documents of travelers;

to carry out the necessary formalities of travel company activities;

to organize cooperation with tour operators, consolidators flights and tours, receptive or initiative touroperators;

to set prices and discounts;

to develop tourism products;

to apply new methods of tourist service;

to develop the main areas for improvement of the effectiveness of the travel company activities.

In the process of the academic discipline learning students have to get some professional skills and competences (Table 2.1).

Table 2.1

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

Competence code	Competence name	Competence constituents
1	2	3
1.2.1	The capacity to organize provision of services to tourists in the process of consumption of a tourist product	The ability to analyze and compare information about tourism as an economic area of activity (also concerning touroperating)
		The ability to render services of reserving and booking
		The ability to organize the process of excursion services
		The ability to organize a complex of events using different types of transport
		The ability to give exhaustive information to potential and existent tourists
1.2.2	The ability to design tourist activity	The ability to establish cooperation between all the participants of the tourist market
		The ability to evaluate the normative and legal basis of cooperation of tourist market participants
		The ability to organize the process of creation and development of the agent network
		The ability to improve the activity of touroperators

Table 2.1 (the end)

1	2	3
1.2.3	The ability to form and advance package and individual tours, and programs of tourist service with the use of the resource potential of a destination (region, district, country)	The ability to determine demands of the tourist market and form a complex of corresponding services
		The ability to complete and operate tourist documentation and to form and realize a tourist product
		The ability to develop programs of tourist service according to the aim of trips, type of clients and present tourist attractions
		The ability to calculate the cost of tours and set the price
		The ability to organize advancement and sale of tours

### 3. The Syllabus of the Academic Discipline

#### Module 1.

#### Touroperating and Creation of a Tourist Product

##### Theme 1. Functions and Types of a Touroperator

##### *1.1. The concepts of touroperating.*

Characteristics of the main concepts as objects of the academic discipline study. The stages of touroperating development. The concepts of touroperating and the kind of touroperator activities. The main functions of touroperator activities.

##### *1.2. The main types of touroperators.*

Classification and types of touroperators. The main types of tour operators. Mass market touroperators. Operators that specialize in a certain market segment. Tourism special interest and destination. Organization of tours for domestic tourism. Initiative touroperators. Receptive touroperators.

##### *1.3. The tourism market.*

External and internal factors of touroperating. Assessment of their impact on business activities. The structure of the tourism market. The subjects of a market producer, their classification and characteristics.

## **Theme 2. Touroperating and Agency Business in Tourism**

### *2.1. Regulatory and legal requirements of the travel business.*

Regulatory and legal requirements of the touroperator and travel agency business. Requirements for licensing of touroperator activities. Regulatory requirements to the touroperator and travel agency business. A typical organizational structure of a touroperator: relationship and business units. The nature of the contractual relationship between a touroperator and a travel agency. Counterparty network and basic conditions of agency agreements.

### *2.2. The activity of travel agents.*

Types and forms of agency work. Classification of travel agents. The main functions of travel agents. Retail and wholesale travel companies and their place in the structure of distribution channels. The role of travel agencies in the tourist business.

### *2.3. Agency network.*

Characteristics of agency network. Touroperator's sales office and its main functions. Formation of touroperators' marketing network. Types and forms of integration in the travel market. The manifestation of globalization processes in the tourism industry.

## **Theme 3. Development of Tours and Calculation of Their Value**

### *3.1. Touroperator offers.*

The content of travel planning. The range of touroperator services. Differentiation of touroperator offers.

### *3.2. Creation of tours.*

The stages of tour creation. The choice of travel geography. Segmentation of tourism markets. Motivation of travel and formation of packages. A graph-analytical model of maintenance programs. Positioning of tours and tour operators in a competitive market. Definition of the consumer portrait and the needs of tourists.

### *3.3. Planning the stages of tour packages.*

Planning the stages of tour packages. Coordination of the plan and negotiation with service providers. Planning reconciliation of tourist service with suppliers. A typical touroperating program. Principles of selecting rest



sites. The sequence of operations concerning the choice of service providers (contractors). Making decisions about the destination, accommodation and duration of a tour. A recommended tourist product structure for each type of the tourist market. The list of technical documents for the tour formation. Calculation of the tour cost.

## **Theme 4. Formation of the Tourist Service Programme**

### *4.1. Program services creation.*

The concept of program services in tourism. The elements of the tourist services program. Factors that influence the structure and completion of tour programs. Types of program activities and their characteristics. The algorithm of program services creation. The program of tourist services. The rules of tourists program creation. Process documentation and rules of drawing them up.

### *4.2. The program tourism.*

Definition of the program tourism. Program tourism and speciality of the package tours formation. Types of program services: recreational, resort, cognitive, sports, education, business and others. Principles of tourism and excursion services formation. The objectives of the program tourism as a tourism management, tourism marketing, technology, tourist services, the purpose of travel and tourists typology. The scale of customer needs. Formation of a psychological portrait of potential tourists. The main factors that affect the behavior of consumers.

## **Theme 5. Promotion and Marketing Tours**

### *5.1. Promotion of tourist products.*

Promotion and sale channels of tourist products. Forms of tourist product sales. The scheme of the tourist product sale and promotion. Methods of the tourist product marketing. Interpretation of the term "acquirer". Sources of tourists acquisition.

### *5.2. Sale of tourist products.*

A list of works concerning the creation of a tourist company offer. The stages of the tourist product sale. The pricing strategy for travel packages. A workflow between tourists, travel agents and tour operators during sales of a tour. A bonus program of tour operators. A commission system as a basis of a relationship between a travel agent and a tour operator.

### *5.3. Tours sales and communication with customers.*

Form and style of customer service. The culture of service and basic rules of customer contacts. Formation of manager skills concerning tour sales and communication with customers. Leveling of the communication barriers. Formating of a data base of the travel companies loyal customers. Professional ethics and the culture of customer service.

## **Module 2. Practical Touroperating**

### **Theme 6. Receptive and Initiative Touroperating**

#### *6.1. The receptive touroperating.*

The concept and content of the receptive touroperating. Resources of receptive touroperating. Travel resources of receptive touroperating in Ukraine. Tourist centers and destinations of receptive touroperating. Types of tourism concerning the Ukrainian receptive touroperating. Formation of the relationships with travel services producers. Forms of cooperation between receptive tour operators and producers of tourism services.

#### *6.2. The receptive touroperator's offer.*

Formation of a catalogue of touroperator's offer. Features of meeting foreign tourists and formation of recreation programs. Features of the organization and delivery of additional services by receptive touroperators.

#### *6.3. Research of the partner country tourism market.*

Evaluation of the partner country tourism market. The stages of research: the general characteristic of the domestic market, the degree of integration of the market situation, the level of development of tourist and excursion resources, position and level of hospitality development, territorial market organization, analysis of the new tourism products, the state of bilateral relationships, travel formalities, popularity and originality of tourist products.

#### *6.4. The initiative touroperating.*

The goal and evaluation criteria of the tourism market of foreign countries. A tour package as the most popular form of tourist products sales. Formation of package, inclusive tours, a tour-stages offer catalogue. Formation of the catalogue of an initiative touroperator. The distribution of work between departments and divisions of a touroperator providing tourist services.

## **Theme 7. Consolidated Touroperating**

### *7.1. Bases of consolidators business.*

Organization of cooperation between touroperators. The world market of consolidator-touroperators: condition and development prospects. International touroperating. Work of international touroperator concerning the organization of package tours proposals and individual tours. Conditions of work and organization of consolidators business. Formation of a branched (integrated) structure of consolidator services sales. Features of the stages formation of tourism services by consolidators.

### *7.2. Formation of the tour plan.*

Formation of the tour plan. Irrevocable and revocable commitment. Booking apartments in hotels and tickets in transport. The essence of commitment. Contractual security and forms of consolidators' cooperation with touroperators and travel agents.

## **Theme 8. Organization of Tourist Travel by a Touroperator**

*8.1. The international agreements (contracts) between tour operators and representatives-receptionists.*

Particulars of international agreements (contracts) between tour operators and representatives-receptionists (transport companies, hotel businesses). The standard form (content) of contract (agreement) on cooperation. The features of a charter treaty (freight). The activity of the charter department. Commitment and allotment. The rights, obligations and limits of a touroperator.

### *8.2. The booking of tourist services.*

The booking process of transport services and services of tour companies. The procedure of booking package tours. Execution rules of ordering complete travel services. The procedure of ordering restaurant services and coordination of the menu.

### *8.3. The computer reservation systems in tourism.*

The main types of computer reservation systems in tourism. The order of Internet booking. Confirmation of services sale and payment for them. The features of access, search, selection and sale of package tours on the basis of an agency contract. Timely and late cancellations of tourist services. The

rules of the dead-line. Compensation and penal sanctions in case of late cancellations. Types and forms of payment for travel services.

#### *8.4. The quality of tourist services.*

The essence and importance of the quality of tourist services. Consumer characteristics and consumer indicators of the tourist services. Criteria for assessment of service quality. Parameters of assessment of compliance of the ordered and provided tourism services. Expert evaluation of an optimal tourist service during travelling.

## **4. The Structure of the Academic Discipline**

From the beginning of studying the academic discipline every student ought to be acquainted with the programme of the academic discipline and methods of conducting studies, with the form, content and extent of every module, and also with all of the types of control and methods of knowledge assessment.

The process of learning consists in consecutive and detailed working on the educational modules. An educational module due to its content and interrelations is nearly a separate independent block of the academic discipline.

The thematic plan of the academic discipline "Organization of Tourism: Touroperating" includes two modules (Table 4.1).

Table 4.1

### The structure of a test credit of the academic discipline

Theme	Number of hours													
	full-time education							part-time education						
	Sum total hours	Including						Including						
		Lectures	Practical (seminar) studies	Laboratory work	Assessment	individual training		Sum total hours	Lectures	Practical (seminar) studies	Laboratory work	Assessment of individual studies	individual training	
					Individual studies	Independent studies						Individual studies	Independent studies	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
<b>Module 1. Touroperating and Creation of Tourist Product</b>														
<i>Theme 1.</i> Functions and types of a tour operator	12	2	2		-	-	5	20	2	2		-	-	16
<i>Theme 2.</i> Touroperating and agency business in tourism	12	2	2		-	-	7	24	2	2		-	-	20
<i>Theme 3.</i> Development tours and calculation of their value	13	2	2		-	-	7	28	4	2		-	-	22
<i>Theme 4.</i> Formation of the tourist service programme	11	2	2		-	-	8	24	2	2		-	-	20
<i>Theme 5.</i> Promotion and marketing tours	14	2	2		-	-	9	26	4	2		-	-	20
Sum total for Module 1	62	10	10		-	-	36	122	14	10		-	-	98
<b>Module 2. Pratical Touroperating</b>														
<i>Theme 6.</i> Receptive and initiative touroperating	12	2	2		-	-	7	18	2	2		-	-	14

Table 4.1 (the end)

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
<i>Theme 7.</i> Consolidated touroperating	12	2	2	–	–		7	18	2	2	–	–		14
<i>Theme 8.</i> Organization of tourist travel by a touroperator	11	2	2	–	–		11	32	2	2	–	–	14	14
Sum total for Module 2	35	6	6		–	–	25	68	6	6		–	–	42
<i>Exam preparation</i>	7	–	–	–	–	–	9	22	–	–	–	–	–	22
<i>Consultation before the examination</i>	2	–	–	–	2	–	–	2	–	–	–	2	–	–
<i>Examination</i>	2	–	–	–	2	–	–	2	–	–	–	2	14	–
Sum total	108	16	16	2	4		70	216	20	16		4		176

## 5. Plans of Seminars

A seminar is a form of lesson, at which a teacher organises a discussion of the previously chosen themes. The teacher estimates students' reports and presentation of individual or group work, activity in discussions, abilities to form and assert their positions and so on during every seminar. The plans of seminars are given in Table 5.1.

Table 5.1

### Plans of seminars

Theme	The content of the workshop	Hours	Bibliography
1	2	3	4
<b>Module 1. Touroperating and Creation of the Tourist Product</b>			
<i>Theme 1.</i> Functions and types of a tour operator	1. The essence of touroperating, its basic types	1	Basic: [1 – 6; 12] Additional: [25; 26; 33; 28]
<i>Theme 2.</i> Touroperating and agency business in tourism	1. Business game "Modelling touroperator and tour agency activity"	1	Basic: [1 – 6; 11; 14]. Additional: [5; 11; 15; 28; 33]

Table 5.1 (the end)

1	2	3	4
<i>Theme 3.</i> Development tours and calculation of their value	1. Segmentation of potential tourists. 2. Situational tasks concerning selection of outbound and domestic tours for tourists of different age. 3. Characteristics of the most famous tour operators	1	Basic: [2 – 6; 8; 10; 13; 14]. Additional: [21; 23 – 25; 29; 33; 35; 36; 38]
<i>Theme 4.</i> Formation of the tourist service programme	1. A seminars-discussion "Programs typical of different kinds of tourism". 2. Task "Creating exclusive excursions to Kharkiv region"	2	Basic: [2 – 5; 13] Additional: [5; 6;10; 12 – 14; 23]
<i>Theme 5.</i> Promotion and marketing tours	1. The process of sale of tourism services to clients. 2. A training task "Personal sale of tours". 3. A case study: "Modeling an agent action if a client asks to pick up a tour for him"	2	Basic: [2 – 5; 10; 11]. Additional: [21; 24; 27 – 29; 33; 35; 36; 38]
<b>Module 2. Pratical turoperating</b>			
<i>Theme 6.</i> Receptive and initiative touroperating	1. Characteristics of the most famous receptive tour operators. 2. Analysis of the methods of sales promotion of tour services	2	Basic: [3 – 6]. Additional: [16; 31; 32; 34]
<i>Theme 7.</i> Consolidated touroperating	1. A seminar "Features of the most famous turoperator-consolidators"	2	Basic: [3 – 6]. Additional: [15; 16; 31; 32]
Sum total		11	

## 6. Themes of Practical Studies

A practical study is a form of lesson, at which a teacher organises a detailed consideration of certain theoretical provisions of the academic discipline and forms the ability and skills to apply them to practice through doing individual tasks.

A practical study is carried out with the help of a preliminary prepared methodical material – tests for assessment of the mastery of the necessary theoretical principles, a set of practical problems of various levels of complexity.

A practical lesson includes the preliminary control of students' learning abilities and skills, raising a general problem to be discussed with the participation of students, solving and assessment of control problems.

Themes of practical studies are given in Table 6.1.

Table 6.1

### Themes of practical studies

Themes	Practical studies	Hours	Bibliography
<b>Module 1. Touroperating and Creation of a Tourist Product</b>			
<i>Theme 1.</i> Functions and types of a tour operator	The definition of the concept of tour operating, its basic forms. A case study "Tour operators and agencies activity analysis in the Ukrainian and Kharkov region market on the basis of statistical data"	1	Basic: [1 – 6; 12]. Additional: [25; 26; 33; 28]
<i>Theme 2.</i> Touroperating and agency business in tourism	A business game "Tour operators and travel agents activity modelling". A workshop: "Travel agencies' activity analysis on the basis of 1-TUR statistical report". Ukrainian tour operators analysis according to their types and directions of activity	1	Basic: [1 – 6; 11; 14]. Additional: [5; 11; 15; 28; 33]
<i>Theme 3.</i> Development of tours and calculation of their value	Practical studies "Creating a tour to Kharkiv region or Ukraine for a certain contingent of tourists". A calculation task concerning determining the amount of a tour agent commission	1	Basic: [2 – 6; 8; 10; 13; 14]. Additional: [21; 23 – 25; 29; 33; 35; 36; 38]
<b>Module 2. Pratical touroperating</b>			
<i>Theme 8.</i> Organization of tourist travel by a tour operator	Practical studies "Developing your own travel for a certain contingent of tourists". A calculation task concerning determining the amount of penal sanctions with untimely cancellation of orders	2	Basic: [2 – 5]. Additional: [16; 31; 32; 34]
Sum total		5	

## 7. Themes of Laboratory Studies

A laboratory study is a form of lesson, at which a student under the direction of a teacher personally conducts imitation experiments or



experiments with the aim of practical confirmation of separate theoretical provisions of the academic discipline. During a laboratory study a student acquires professional skills and practical skills in working with computer equipment and corresponding software products. As a result of a laboratory study students make individual reports about implementation and defend their reports in front of the group (Table 7.1).

Table 7.1

### Themes of laboratory studies

Theme	Questions	Hours	Bibliography
<b>Module 1. Touroperating and Creation of a Tourist Product</b>			
<i>Theme 5. Promotion and marketing tours</i>	Task 5. Search for tours according to specified characteristics	2	Basic: [2 – 5; 10; 11]. Additional: [25; 27 – 29; 33; 35; 36; 38]
Sum total		2	

## 8. Independent Work of Students

For learning the material of this academic discipline, besides lectures, practical and seminar studies (class work), a lot of attention must be paid to independent work.

**Independent work of students** is a form of the educational process organization, when individual tasks and work in small groups are made by students independently under the methodical control of a teacher.

**The aim of independent work of students** is mastering the syllabus and forming general and professional competences, which play a significant role in making specialists of the highest qualification level. The educational time for independent work of full-time students is determined by the curriculum (74 hours which make 68.5 %) from the general educational time of the academic discipline study (108 hours).

**Independent work of students** includes: work with lecture material; study of the recommended literature, basic terms and concepts after each

theme of the academic discipline; training for practical, seminar, laboratory works; making presentations and reports; carrying out individual tasks (calculation, individual and complex tasks); writing essays concerning different problems of travel firms activity; search (selection) and review of literature sources; analytical consideration of scientific publications; final testing of the students' knowledge according to the questions for self-diagnostics; preparation for control works and other forms of current control; preparation for the examination. Students' independent work on domestic and foreign special economic literature, standard acts on governmental regulations of the national tourist industry is necessary for successful learning. Independent work is the basic means of mastering educational material during the time free from compulsory lessons.

The basic types of independent work for mastering the theoretical knowledge and practical skills are given in Table 8.1.

Table 8.1

**Tasks for students' independent work and forms of control**

Themes	The content of students' independent work	Hours	Form of control	Bibliography
1	2	3	4	5
<b>Module 1. Touroperating and Creation of the Tourist Product</b>				
<i>Theme 1.</i> Functions and types of a tour operator	Search, selection and review of literature sources for preparation of the practical task "Tour operators' and agencies' activity analysis in the Ukrainian and Kharkiv region market on the basis of statistical data"	5	Presentation of results	Basic: [1 – 6; 12]. Additional: [25; 26; 28; 33]
<i>Theme 2.</i> Touroperating and agency business in tourism	Search, selection and review of literature sources for preparation of the practical task "Analysis of the travel agencies' activity on the basis of statistical reporting 1-Tour "	7	Defence of the individual task	Basic: [1 – 6; 11; 14]. Additional: [5; 11; 15; 28; 33]

Table 8.1 (continuation)

1	2	3	4	5
<i>Theme 3.</i> Development of tours and calculation of their value	Search, selection and review of literature sources for preparation of the practical task "Determining the cost of production by different methods". Preparing for the colloquium	7	Checking of the tasks, a colloquium	Basic: [2 – 6; 8; 10; 13; 14]. Additional: [21; 23 – 25; 29; 33; 35; 36; 38]
<i>Theme 4.</i> Formation of the tourist service programme	Search, selection and review of literature sources for preparation of the practical task "Development of creative excursions to Kharkiv region"	8	Defending individual tasks	Basic: [2 – 5; 13]. Additional: [5; 6; 10; 12 – 14; 23]
<i>Theme 5.</i> Promotion and marketing tours	Search, selection and review of literature sources for preparation of the practical task "Characteristics of famous receptive tour operators"	9	Discussion	Basic: [2 – 5; 10; 11]. Additional: [21; 24; 27 – 29; 33; 35; 36; 38]
<b>Module 2. Practical touroperating</b>				
<i>Theme 6.</i> Receptive and initiative touroperating	Search, selection and review of literature sources	7	Report, discussion, survey	Basic: [3 – 6]. Additional: [16; 31; 32; 34]
<i>Theme 7.</i> Consolidated touroperating	Search, selection and review of literature sources for preparation of the practical task "Development of a tour for a certain contingent of tourists". Making a presentation	7	Defending individual tasks	Basic: [3 – 6]. Additional: [15; 16; 31; 32]

Table 8.1 (the end)

1	2	3	4	5
<i>Theme 8.</i> Organization of tourist travel by a tour operator	Search, selection and review of literature sources for preparation of a practical task. Preparing for the colloquium	11	Colloquium (Themes 6 – 8)	Basic: [2 – 5]. Additional: [16; 30 – 32; 34; 37; 38]
<i>Exam preparation</i>		<b>11</b>		
Examination		<b>2</b>		
<b>Sum total</b>		<b>74</b>		

## 9. Questions for Self-diagnostics

### Module 1. Touroperating and Creation of a Tourist Product

#### Theme 1. Functions and Types of a Tour Operator

1. What are the development stages of touroperating?
2. Expand the modern conception of touroperating.
3. What are the main tasks and functions of a touroperator and travel agent firms?
4. What are the main types of touroperators?
5. What are the main functions of a tour operator?
6. Describe the factors influencing the development of the tourism market.
7. Describe the main trends in touroperating.

#### Theme 2. Touroperating and Agency Business in Tourism

1. What are the main regulations concerning the regulation of the travel firms activities?
2. What are the requirements for the licensing of touroperator activity?
3. Define the agent as a subject of the tourism market.
4. Name and describe the main functions of travel agents.

5. Describe the types of integration of travel companies in the national and international tourism market.

6. What are the advantages and disadvantages of the company takeover to the travel agency network?

7. Describe the travel agency networks operating in Kharkiv.

### **Theme 3. Development of Tours and Calculation of Their Value**

1. Describe the range of services of a travel firm.

2. What are the main stages of tours creation?

3. The main characteristics for research of demand for the tourist products.

4. What are the stages of planning a travel package?

5. How are travel services suppliers selected?

6. Describe the workflow model concerning the sale of tours.

7. Give a classification of the tour costs.

### **Theme 4. Formation of the Tourist Service Program**

1. Explain the essence and purpose of the program of tourist services.

2. What are the main elements of the tourist services program?

3. What are the main factors that influence the program structure of tourist services?

4. Expand the definition of a tourism program.

5. What is the sequence of formation of the tourist service programs?

6. What are the main principles of formation of tourist excursions?

7. How is a psychological portrait of potential tourists formed?

### **Theme 5. Promotion and Marketing Tours**

1. Describe the channels of promotion and sale of tourist products.

2. What methods of tour packages selling are more prevalent? Why?

3. Compare the pricing strategy for tourist products.

4. What documents must tourists prepare to obtain a Schengen visa?

5. What are the main sections of a contract of travel services?

6. Describe the stages of direct sales tours.

7. The main rules of contacts with clients.
8. What communication skills should a sales manager of a travel agency have?

## **Module 2. Practical Touroperating**

### **Theme 6. Receptive and Initiative Touroperating**

1. Expand the essence and main tasks of receptive touroperating.
2. Describe tourism resources of receptive touroperating in Ukraine.
3. Describe the tourist centers of the receptive touroperating in Ukraine.
4. Give a characteristic of tourism types which are popular with Ukrainian receptive touroperating.
5. Expand the essence and main tasks of initiative touroperating.
6. What are the trends of initiative touroperating development in Ukraine?
7. How can you investigate the tourism market of a foreign country?

### **Theme 7. Consolidated Touroperating**

1. Explain the definition of a consolidated touroperator.
2. What are the main trends in international touroperating?
3. Explain the conditions of consolidated business operation and organization.
4. What factors influence the development of the consolidated tourism market in the world and in Ukraine?
5. What is the difference between irrevocable and revocable commitment?
6. What types of hotel room blocks and blocks of seats in transport do you know?
7. Give a definition of commitment.

### **Theme 8. Organization of Tourist Travel by a Touroperator**

1. What are the main charter contract terms?
2. Describe the process of booking travel services.

3. What are the features of the restaurant service request business?
4. What are the computerized systems of reservation in tourism?
5. What is the procedure for booking travel services on-line?
6. Explain the consequences of late cancellation of the tourist services.
7. What does the term "quality of tourist services" mean?
8. List the criteria that determine the quality of tourist services.

## **10. Tutorials**

Individual consulting is provided according to the schedule of individual work in the form of individual lessons, consultations, control and presentation of individual tasks, control and presentation of current module tasks etc.

The forms of tutorials organisation are the following:

a) studying the theoretical material:

consultations:

individual (question-answer);

group (consideration of typical problems);

b) studying the practical material:

consultations:

individual and group;

c) for the complex assessment of the studied material:

individual presentations of the performed work;

essay presentation at a scientific seminar;

performing an essay for presentation at an scientific conference.

## **11. Methods of Intensification of Studies**

Teaching of the academic discipline involves active and interactive methods of studies – business games, trainings, active seminars, consideration of cases, moderation, work in a team.

Methods of intensification of studies are given in Table 10.1.

Table 10.1

### Methods of Intensification of Studies

Theme	Practical implementation
<b>Module 1. Touroperating and Creation of a Tourist Product</b>	
<i>Theme 1.</i> Functions and types of a tour operator	<b>Problem lectures and seminars-discussions</b> "Trends in touroperating development"; <b>the method of Discussions Based on Pictures:</b> "Types of tour operators activity"
<i>Theme 2.</i> Touroperating and agency business in tourism	<b>Problem lectures and seminars-discussions</b> "Influence of cancellation of agency activity licensing on the development of the tourism market in Ukraine. Comparison of economic and social impacts with foreign experience"; <b>the method of advantages and disadvantages</b> concerning the development of the travel agencies franchise networks
<i>Theme 3.</i> Development of tours and calculation of their value	<b>Mini-lectures</b> "Analysis of new proposals on the tourist market of Ukraine"; <b>Brainstorming:</b> "Explanation of tours offered to tourist groups of different age, socio-economic and behavioral characteristics in Ukraine"
<i>Theme 4.</i> Formation of the tourist service programme	<b>Seminars-discussions</b> "Comparison of payments forms used in international tourism"; <b>the method of drawing information by free associations:</b> "Differentiation of travel service programs"
<i>Theme 5.</i> Promotion and marketing tours	<b>Problem lectures and seminars-discussions</b> "Stages of direct sales of tours"; <b>didactic games</b> "The technology of tour sales"
<b>Module 2. Pratical Touroperating</b>	
<i>Theme 6.</i> Receptive and initiative touroperating	<b>Mini-lectures</b> "Interaction of receptive tour operators and initiative"; <b>the method of differentiation and comparison:</b> analysis of special software concerning the management of tour operators' and travel agents' activities
<i>Theme 7.</i> Consolidated touroperating	<b>Problem lectures and seminars-discussions</b> "Activities of the largest travel consolidators of the world"
<i>Theme 8.</i> Organization of tourist travel by a tour operator	<b>Mini-lectures</b> "Types and forms of payment for travel services"; <b>the method of discussion on the spot:</b> "Perspective areas of tourism development in Ukraine"

**Problem lectures** are directed at the development of students' logic thinking. The range of questions on the theme of a lecture is limited to two or three key moments, the attention of students is concentrated on the material



which hasn't been covered in textbooks, the experience of foreign educational institutions with distribution of printed material to students during lectures and highlighting the main conclusions made concerning the points under consideration. When delivering the lecture material the teacher puts questions to be independently thought over by students. Thus the lecturer asks a question which induces students to search for a solution to a problem situation. Such a system forces students to concentrate and start thinking actively in the search for the right answer.

At the beginning of a problem lecture it is necessary to formulate precisely the problem to be solved by the students. When delivering the lecture material it is necessary to avoid direct answers to the questions, and cover the lecture material so that the received information could be used by the students while solving the problem (Themes 1, 2, 5, 7).

**Mini-lectures** provide educational material in a short period of time and are characterized by large capacity, complexity of logical constructions, images, proofs and generalizations. Mini-lectures are usually held as part of a lesson-study.

The lecture lessons stimulate the students' activity and focus their attention on the perception of the material, and also direct them at using a system approach to the reproduction of the information which they have received from the lecturer (Themes 3, 6, 8).

Problem lectures and mini-lectures are combined with such a form of intensification of the learning process as work in small groups.

**Work in small groups** enables students to structure practical studies and seminars in the form and content; creates opportunities for participation of each student in the class work, ensures the formation of personal skills and experience in social interaction.

After the problem coverage or a summary of the material students are offered to make groups of 5 – 6 people and present the vision and perception of the material at the end of the lesson (Themes 2, 5, 6).

**Presentations** are made in front of the audience and are used for demonstration of certain achievements, results of the group work, reports on individual tasks, instructing. One of the positive features of presentations and their advantages in the educational process is an exchange of experience received by the students while working in small groups.

**Seminars-discussions** provide an exchange of opinions and views of participants on the problem discussed and its separate aspects. Such seminars develop the independence of students' thinking and the ability to

analyse the information, form a certain outlook, develop a skill at formulating ideas, state them and give reasons during the further discussion, and also to evaluate the ideas and offers of others (Themes 1, 2, 4, 7).

**Didactic games** simulate decision-making in a variety of situations according to the rules that have already been developed or that are generated by participants. The process is realized by students through independent problem-solving in a situation when the available knowledge is not enough and students have to get the new information by themselves (Theme 5).

**The method of discussions based on pictures.** This method lets students develop imaginative thinking. Students look at the picture and suggest their ideas. After this they listen to a part of an article which is illustrated (Theme 1).

**The method of drawing information by free associations.** This method lets students notice the main problems and solve them (Theme 4).

**Brainstorming** is a method of solving urgent problems, the essence of which is to express the greatest possible number of ideas in a very limited amount of time to discuss and select them (Theme 3).

**The method of advantages and disadvantages** is directed at the development of students' ability to analyze and think critically (Theme 3).

**The method of differentiation and comparison.** This method develops the ability to analyze different phenomena and situations (Theme 6).

**The case method** is the method of analysis of specific situations that imitates the actual professional practice through consideration of operational, managerial and other situations, complex cases of conflict, problem situations, incidents in the process of learning the material.

**Banks of visual support** help students to enhance the creative perception of the content of the academic discipline by using visual aids (all the lectures).

## 12. The System of Assessment

The assessment of students' level of competences is based on a 100-point scale cumulative rating system.

**Current-control** and assessment of training results can be conducted in a few ways:

1. Control and assessment of students' activity at lectures, seminars, and practical studies.

2. Control and assessment of individual research project preparation and presentation.

3. Control and assessment of performance of the tasks for independent work.

4. Control and assessment of skills to complete stereotypical, diagnostic, calculative, heuristic tasks.

5. Intermediate control of students' knowledge and skills.

6. Final control (written examination).

**The control of individual tasks performance and students' activity during seminars and practical studies.** The following criteria are used:

1) understanding, the level of learning the theory and methodology of problems which are examined;

2) the level of learning the facts concerning the academic discipline;

3) acquaintance with the recommended literature and up-to-date literature, Internet sources on the given questions;

4) the ability to combine theory with practice when solving realistic problems, performing tasks, making calculations for individual work and collective disputes;

5) logic, structure, style of representation of material in written works and speech in front of the audience, the ability to defend one's own position, generalize information and draw conclusions.

**Final control** is performed in the form of an examination taking into account the results of the educational-cognitive activity of students during a semester (on the basis of a 100-point scale cumulative rating system).

**Intermediate control** includes evaluation of students' knowledge of the theoretical material and ability to apply it to solving a practical situation. It can be testing or a written work.

### **The order of current evaluation of students' knowledge**

The evaluation of students' knowledge during seminars, workshops (including individual tasks) is conducted according to the technological chart based on the following criteria:

1) the degree of assimilation of theoretical and methodological issues;

2) the degree of mastering the facts of the academic discipline;

3) the use of the recommended books, as well as modern literature on the issues;

4) the ability to combine theory with practice when considering the

simulated situations, solving problems, carrying out calculations while performing tasks designed for self-study, and tasks to be done in the classroom;

5) logic, structure and style of the presentation made in writing or orally, the ability to justify their position, to summarize the available information and draw conclusions.

During the evaluation of practical tasks the teacher pays attention to the quality, independence and timeliness (according to the chart of the educational process).

The highest possible mark for a particular task is given on the condition that an individual students' task or his/her oral answer meets all the mentioned criteria. The lack of any component lowers the number of points. When assessing the individual task one should pay attention to the quality, independence and timely submission of the accomplished tasks to the teacher, according to the academic schedule. If any requirement is not fulfilled, the points will be lowered.

**The criteria of extracurricular independent work of students.** The general criteria for assessment of extracurricular independent work of students are: the depth of knowledge, the level of thinking, the ability to systematize knowledge on certain topics; the ability to draw grounded conclusions; mastering the categorical apparatus; skills and abilities to perform practical tasks, find the necessary information, systematize and process it; the ability to express oneself at practical studies and seminars.

Essays and presentations are assessed by such criteria:

- individual preparation;
- consistency and detailing of the plan;
- completeness and depth of the topic coverage;
- availability of illustrations (tables, figures, charts, etc.);
- the number of references (at least ten);
- the use of statistical (quantitative) information and presentation of practical experience;
- availability of specific proposals;
- quality of the design.

**Intermediate control.** Intermediate control on this academic discipline is conducted in the form of a colloquium. **A colloquium** is a form of

evaluation of students' knowledge in the system of education. A colloquium is conducted twice a semester. It includes practical tasks of different complication level in accordance with the themes of the module.

Thus, after the study of themes 1 – 4 students of full-time education do a task to colloquium 1. Accordingly after the study of themes 5 – 8 they do a task to colloquium 2.

A colloquium has 2 stereotypical, 2 diagnostic and 1 heuristic tasks.

### **An example of a colloquium on Module 1**

**1. A stereotypical task (1 point).**

The essence and features of the tourist product.

**2. A stereotypical task (1 point).**

Find out the difference between tourism services, tourist products and packages.

**3. A diagnostic task (1 point).**

The tourists who arrived in Egypt for a vacation were not met at the airport. What should the tour leader do?

**4. A diagnostic task (3 points).**

Calculate the tour cost per one person using the data from the table. The group consists of 18 people. The total cost of the tour for the accompanying person is 2 910 USD.

Cost items	The cost for 2 people	The cost for 1 person
Accommodation, UAH	2 550	
Nutrition, UAH	710	
Facilities and additional services, UAH	410	
Travel, UAH	970	
Internal transfer, UAH	84	
Travelling assistance, UAH		
Insurance, UAH	34	
Agents commission, %	9	
Estimated profit of the travel firm, %	30	
Cost of tour, UAH		

**5. A heuristic task (4 point).**

Design a tourist service program for any travel agency in Kharkiv. Which type of tour will you choose (cognitive, congress or sports tour) and what characteristic features will it have? Describe the list of provided services.

Work out advertising and information materials containing the description of the tour. Make an operation flow chart.

Lecturer \_\_\_\_\_

Exam paper includes 5 tasks, each of which is assessed separately. The maximum number of points for all the tasks is 10.

*For correct answer to the first and the second stereotyped assignments, a student gets 1 point.*

*For a complete answer to the third diagnostic assignment a student gains 1 point.*

*For the fourth diagnostic (calculation) assignment a student gets:*

3 points, if all the calculations have been made correctly, all the actions are provided with significant explanations, measurement units have been put and conclusions are substantiated.

The following components are appraised:

the accuracy of calculations: 1.5 points (1 point, if minor mistakes in calculations were made; 0.5 point, if bad mistakes in calculations were made);

the correctness of charting: 0.5 point;

conclusions: 1 point (0.5 point, if incomplete conclusions were drawn).

The student does not get points for the task, if he cannot build the logic of the solution and carry out accurate calculation steps.

*For the fifth heuristic assignment a student can get 4 points, if when doing the task he uses generalized knowledge of the educational material, as well as current legislative acts, can analyze the state of the hotel business in Ukraine, give examples of advanced domestic and foreign experience, estimate the prospects of the offered project. Problems are solved with the use of a typical algorithm, as well as with a self-developed algorithm, argumentative conclusions have been drawn.*

This task is evaluated on the following components:

the logical, competent and argued presentation of the material: 2 points (1 point if minor mistakes are made);

availability of an analysis of the touroperating in Ukraine: 1 point;

giving examples of advanced domestic and foreign experience: 1 point (1–2 points if minor mistakes are made).

A final assessment is calculated as a sum of all the points gained by a student for the class and independent work during a semester, including the mark for the final control.

*Final/semester control* (as a control event) is conducted in the form of a written examination. **Examinations** are a form of assessment of the final mastering of the theoretical and practical material by the students.

**A final written examination.** An indispensable condition for the final examination is positive current module control assessment of knowledge.

The examination is carried out in writing. An examination paper consists of one stereotypical task, one diagnostic task, two calculation tasks and one heuristic task).

The evaluation of the **examination paper** is conducted on a 40-point scale according to the qualification standards for bachelor's training direction 6.140103 "Tourism".

### **An example of an examination paper**

Simon Kuznets Kharkiv National University of Economics

Educational qualification	<u>bachelor</u>
Training direction	<u>6.140103 Tourism</u>
Semester	<u>7</u>
Academic discipline	<u>Organization of Tourism: Touroperating</u>

### EXAMINATION PAPER No. 1

#### **1. A stereotypical task.**

What documents should a tourist get when purchasing a tour from a travel agency?

#### **2. A diagnostic task**

Two hours before the takeoff of the domestic flight one of the tourists has not arrived although he previously received his travel advisory and was

informed about the meeting time. His friends are worried and inform the group leader that the tourist has to arrive. What should the group leader do?

### 3. A calculation task.

Using the data from the table given in the Report on Tourist Organisations Performance, analyze the data on the departure of international visitors serviced by "The World of Travel" travel agency.

#### Information on international visitors admission to the country

Country international visitors arrived from	Index line	Number of international visitors, persons			Number of tour days, provided for international visitors
		Total	including		
			in groups	individual	
A	B	1	2	3	4
Total	0	90	48	42	102
	a				
including:	0				
Russia	a	41	20	21	36
Belarus	0	22	10	12	27
	a				
Kazakhstan	0	12	10	2	22
Germany	a	15	8	7	17

*Note.* The lines with the "o" index provide data on tourists serviced on the basis of direct contracts. Data on visitors serviced on the basis of joint agreements with Ukrainian partners are marked with the "a" index.

### 4. A calculation task.

The travel agency "Around the World in Eighty Days" sold 115 tours last month. The names of the tours and the amount of commission are introduced in the table below.



Touroperator	Price of the tour	Percentage of the tour, %	Amount of commission per 1 tour
Turtess	\$649	31	10 %
Accord-tour	€155	22	€35
Albena travel	€415	17	9 %
Lottour	\$845	5	10 %
Iberia-tour	\$602	10	11 %
Tez Tour	\$815	15	9 %

Next month an increase of 7 % in the tour price is planned for Accord-Tour, the average price of Albena's travel will go down by 2 %.

Calculate the travel agent's commission fee for the next month.

### 5. A heuristic task.

Project a program of servicing tourists on a bus tour along the route Kharkov – Slovianohirsk.

Define the route of the trip, the list of tourist firms rendering services, the period of rendering services by each firm; the list of excursions and places for sightseeing; leisure activity package; length of stay at each point of the route; transport necessary for internal transfers; forms and quantity of advertising and informational materials describing the trip.

Approved at the meeting  
of the Tourism Department  
Minutes No. \_\_\_ of \_\_\_ \_\_\_\_\_ 2015.

**Head of the Tourism Department** \_\_\_\_\_ V. Yermachenko.

**Examiner** \_\_\_\_\_ Y. Lola.

The examination paper includes 5 tasks, each of which is assessed separately. The maximum number of points for all the tasks is 40.

*For a correct answer to the first stereotyped assignment* a student gets 4 points. 2 – 3 points are given if the answer was incomplete or some

mistakes were made. A student gets 1 – 2 points if he makes bad mistakes, gives an incomplete and not entirely reasonable answer. A student does not get any points if he cannot build a logical answer and demonstrate his knowledge of the issues.

*For a complete answer to the second diagnostic assignment* a student gets 5 points. 3 – 4 points are given for each of these tasks, if a student makes minor mistakes, applies generalized knowledge of the educational material and typical algorithms.

A student gets 1 – 2 points if he makes bad mistakes, gives an incomplete and not entirely reasonable answer.

A student does not get any points if he cannot build a logical answer and demonstrate his knowledge of the issues.

*For the third calculation assignment* a student gets:

9 points, if all the calculations have been made correctly, all the actions are provided with significant explanations, measurement units have been put and conclusions have been substantiated.

The following components are appraised:

the accuracy of calculations: 3 points (2 points, if minor mistakes in calculations were made; 1 point, if bad mistakes in calculations were made);

the correctness of charting: 3 points (2 points, if minor mistakes were made, 1 point, if bad mistakes were made);

conclusions: 3 points (2 points, if incomplete conclusions were drawn; 1 point, if attempts were made to draw conclusions).

A student does not get any points for the task, if he cannot build the logic of the solution and carry out accurate calculation steps.

*For the fourth calculated task* a student gets 9 points.

The following components are appraised:

the accuracy of calculations: 3 points (3 – 4 points, if minor mistakes were made; 1–2 point, if substantial mistakes were made);

the correctness of charting: 3 points (2 points, if minor mistakes were made; 1 point, if bad mistakes were made);

conclusions: 3 points (2 points, if incomplete conclusions were drawn; 1 point, if attempts were made to draw conclusions).

A student does not get any points for the task, if he cannot build a logical answer and demonstrate his knowledge of these issues.

*For the fifth heuristic assignment* a student can get 13 points, if, when doing the task he uses generalized knowledge of the educational material, as well as current legislative acts, can analyze the state of the hotel business in Ukraine, give examples of advanced domestic and foreign experience, estimate the prospects of the offered project. Problems are solved with the use of a typical algorithm, as well as with a self-developed algorithm, argumentative conclusions have been drawn.

This task is evaluated on the following components:

the logical, competent and argued presentation of the material: 3 points (1 – 2 points if minor mistakes are made);

there are references to the current legislative acts: 2 points (1 point if minor mistakes are made);

the availability of an analysis of the hotel business in Ukraine: 3 points (1 – 2 points if minor mistakes are made);

giving examples of advanced domestic and foreign experience: 3 points (1 – 2 points if minor mistakes are made);

the availability of an estimation of the prospects of the offered project: 2 points (1 point if minor mistakes are made).

A student who for valid reasons confirmed in the written form had no opportunity to participate in the forms of current control, and thus had not passed a module has the right to pass it during a 2-week term after returning to studies on the order of the Faculty Dean according to the set term.

A student **cannot be admitted** to an examination if the number of points got according to the assessment results of the current and module control during the semester didn't reach 35. After the examination period the Faculty Dean gives an order about the liquidation of "debts". During a set term a student can gain additional credit points.

A student is considered to be certified if the total number of points got according to the results of the final/semester assessment is equal or exceeds 60. The lowest possible number of points for the current and module control during the semester is 35 and the lowest possible number of points for an exam is 25 (of 40 possible).

The overall result in points for the semester makes: "60 and more points: passed", "59 and less points: failed" and this is recorded into the scoring "Academic achievements record" of the academic discipline. In case when a student gets less than 60 points he/she is to pass the credit during the period the Faculty Dean has set after termination of the examination period, but no longer than 2 weeks after the beginning of the semester. In case of repeated receiving less than 60 points the Faculty Dean appoints a Board consisting of three teachers headed by Head of the Department and determines the period for resitting the credit. After that according to the Effective Law a decision is made: "passed", then the student continues education according to the academic schedule and or "failed", then the Faculty Dean offers the student an independent repeated studying of the academic discipline during the next period.

The total points on the academic discipline are regarded as a sum of points gained during the period of studying of the academic discipline and points got for the examination work.

### 13. Distribution of Points That Students Receive

The system of evaluation of professional competencies formed by students is given in Table 12.1.

Table 12.1

#### The system of evaluation of professional competences formed by students

Professional competences	Week	Hours	Forms of study	Competence level			
				Forms of control	Maximal mark		
1	2	3	4	5	6		
<b>Module 1. Touroperating and Creation of a Tourist Product</b>					<b>29</b>		
Knowledge and skills concerning the essence and types of touroperating and their development features	1–2	Class	2	<b>Lectures</b>	<b>Theme 1.</b> Functions and types of a tour operator	Lecture work	1
			2	<b>Practical study</b>	Practical task "Tour operators' and agencies' activity analysis in the Ukrainian and Kharkov region market on the basis of statistical data"	Active participation in the analysis and discussion	1
		Self-study	5	<b>Self-study</b>	Search, selection and review of literature sources	Control of the home task	
	3–4	Class	2	<b>Lectures</b>	<b>Theme 2.</b> Touroperating and agency business in tourism	Lecture work	1
						Interrogation	3

Table 12.1 (continuation)

1	2	3	4	5	6	7	8	9
				2	<b>Practical study</b>	Practical task "Analysis of the travel agencies activity on the basis of statistical reporting 1-Tour "	Active participation in the discussion	1
								Presentation of the self-study result
Knowledge and skills concerning the main stages of the creation of a tourist product	The ability to create tourism products	5-6	Class	7	<b>Self-study</b>	Search, selection and review of literature sources	Control of the home task	
				2	<b>Lectures</b>	<b>Theme 3.</b> Development of tours and calculation of their value	Lecture work	1
				2	<b>Practical study</b>	Solving situational tasks concerning the selection of tours for tourists of different age. Solving calculation tasks on determining the price of a tour	Active participation in the practical study	2
Knowledge and skills concerning the parts of the program of tourists service		7-8	Class	7	<b>Self-study</b>	Search, selection and review of literature sources. Preparation of the practical task "Determining the cost of products by different methods"	Control of the home task	
				2	<b>Lectures</b>	<b>Theme 4.</b> Formation of the tourist service programme	Lecture work	1
				2	<b>Practical study</b>	<b>Colloquium (Module 1)</b>	Intermediate control	7
Knowledge and skills concerning the parts of the program tourists service		7-8	Self-study	8	<b>Self-study</b>	Search, selection and review of literature sources. Essay: "Typical programs for different kinds of tourism"	Control of the home task	4
						Practical task "Development of creative excursions to Kharkiv region". Preparation for the colloquium		
Knowledge and skills concerning the parts of the program tourists service		7-8	Class	2	<b>Lectures</b>	<b>Theme 5.</b> Promotion and marketing tours	Lecture work	1
				2	<b>Practical study</b>	A seminar	Active participation in the practical study	1
				8	<b>Preparation for the study</b>	Search, selection and review of literature sources	Control of the home task	
<b>Module 2. Practical touroperating</b>								31
Knowledge and skills concerning touroperators activities	The ability to model touroperator activity	9-10	Class	2	<b>Lectures</b>	<b>Theme 6.</b> Receptive and initiative touroperating	Lecture work	1
				2	<b>Practical study</b>	The task "Characteristics of famous receptive tour operators". Solving calculation tasks	Active participation in the practical study	5+1
				7	<b>Preparation for the study</b>	Search, selection and review of literature sources	Control of the home task	

Table 12.1 (the end)

1	2	3	4	5	6	7	8	9
		11–12	Class	2	<b>Lectures</b>	<b>Theme 7.</b> Consolidated touroperating	Lecture work	1
				2	<b>Seminar study</b>	A seminar	Repot	3
			Self-study	7	<b>Preparation for the study</b>	Search, selection and review of literature sources	Control of the home task	1
Knowledge and skills concerning the organization of travel	The ability to organize one's own travel	13–14	Class	2	<b>Lectures</b>	Theme 8. Organization of tourist travel by a tour operator	Lecture work	1 + 1
				2	<b>Practical study</b>	Creating a presentation "Development of a tour for a certain contingent of tourists"	Active participation in practical study	9 + 1
			Self-study	7	<b>Preparation for the study</b>	Search, select and review of literature sources. Making a presentation of a project	Control of the home task	
	17	Class	2	<b>Practical study</b>	<b>Colloquium (Module 2)</b>	Intermediate control	7	
		Self-study	13	<b>Preparation for the study</b>	Search, selection and review of literature sources. Preparation fo the colloquium			
Session	18–20	Aud.	2	<b>Consultation</b>	Solving calculation tasks	<b>Final control</b>	<b>40</b>	
			3	<b>Examination</b>	Completion of an examination card			
		Self-study	11	<b>Preparation for the examination</b>	Preparation for the examination			
Sum total				<b>108</b>	<b>Total points</b>		<b>100</b>	
							including	
							current control:	<b>60.00</b>
							final control:	<b>40.00</b>

Distribution of points for the themes studied is represented in Table 12.2.

Table 12.2

### Distribution of points for the themes studied

Theme	Lectures	Practical (seminar) studies	Essay	Report	Interrogation	Presentation	Task	Colloquium	Sum
1	2	3	4	5	6	7	8	9	10
Theme 1. Functions and types of tour operator	1	1							

Table 12.2 (the end)

1		2	3	4	5	6	7	8	9	10
Module 1	Theme 2. Touroperating and agency business in tourism	1	1			3		5	7	
	Theme 3. Development of tours and calculation of their value	1	2							
	Theme 4. Formation of the tourist service programme	1		4						
	Theme 5. Promotion and marketing tours	1	1							
Module 2	Theme 6. Receptive and initiative touroperating	1	2					5	7	
	Theme 7. Consolidated touroperating	1	1		3					
	Theme 8. Organization of tourist travel by a touroperator	1	1				9			
<b>Sum total</b>		<b>8</b>	<b>9</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>9</b>	<b>10</b>	<b>14</b>	<b>60</b>

The maximal points per week that a student can accumulate according to the forms and methods of study are given in Table 12.3.

Table 12.3

### Maximal points per week

Theme		Lectures	Practical (seminar) studies	Essay	Interrogation	Report	Presentation	Task	Colloquium	Sum
Module 1	<b>Theme 1</b>	1–2 weeks	1	1						<b>2</b>
	<b>Theme 2</b>	3–4 weeks	1	1		3		5		<b>6</b>
	<b>Theme 3</b>	5–6 weeks	1	2						<b>3</b>
	<b>Theme 4</b>	7–8 weeks	1		4				7	<b>16</b>
Module 2	<b>Theme 5</b>	9–10 weeks	1	1						<b>2</b>
	<b>Theme 6</b>	11–12 weeks	1	1		3		5		<b>6</b>
	<b>Theme 7</b>	13–14 weeks	1	1			9			<b>2</b>
	<b>Theme 8</b>	15–17 weeks	1	2					7	<b>23</b>
<b>Sum total</b>		<b>8</b>	<b>9</b>	<b>4</b>	<b>3</b>	<b>3</b>	<b>9</b>	<b>10</b>	<b>14</b>	<b>60</b>

The final mark for the academic discipline based on the principles of transference of university characteristics of students' progress into the system of the ECTS scale is converted into the final ECTS figure (Table 12.4).

**Transference of University Characteristics of Students' Progress  
into the System of the ECTS Scale**

100-point scale	The assessment according to the national scale and the scale of the University	Definition
90 – 100	excellent	Excellent implementation
82 – 89	good	Higher middle level
74 – 81		A work is correct in general, but with the some errors
64 – 73	satisfactory	Not bad, but with a sufficient number of failings
60 – 63		Implementation satisfies the minimum criteria
1 – 59	unsatisfactory	Reexamination or repeated study of the academic discipline is needed

## 14. Recommended Literature

### 14.1. Basic

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