



SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"

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Department of Tourism
ECTS Information Package

Major of Tourism

I. Requirements for Tourism graduates' professional skills and competencies:

Professionals with theoretical and practice-related knowledge and skills, who are able to execute their professional duties, are being prepared through a set of training courses.

Having acquired this qualification, graduates will be able to manage and participate in marketing, production, innovation, investment, accounting, financial and brokering activities of tourism companies.

II. Graduates' competencies:

Specialists having a Tourism Bachelor degree have a good organizational, social and economic culture. They gain knowledge about the effective use in tourism of geographic, climatic, and Spa conditions as well as the richness and originality of national and international historical monuments, folklore, traditions and unique architecture. Special attention is paid to foreign language training, business communication skills and business correspondence in Bulgarian and foreign languages.

Tourism graduates have competencies in the following fields:

- Geography of tourism, tourist resources, tourism management, social psychology and tourist behavior, legal regulations in the industry, hotel and restaurant industry, tour operator, travel agency and transportation business;

- Market economy foundations, accounting and control, finance, statistics, marketing and advertising, investment policy, general management theory, human resources management, current information techniques and technologies, applied mathematics;

- Tourism regularities and trends in the developed countries;

- Integrative application of the acquired general and particular theoretical knowledge in the development and implementation of tourism activities;

- Abilities to analyze the tourism market using recent mathematical and statistical studies in the various activities;

- Using current information techniques and systems to study the status and development of tourism resources in different geographic regions, tourist behavior specifics, legal regulations in hospitality, advertising, transportation, tour operation and other tourism-related activities;

- Good orientation in economic situations and ability to prepare and/ or take successful management decisions in the field of finance, accounting, controlling, human resources, etc.;

- A flair of entrepreneurship in tourism various sectors.

Having completed their studies, Tourism graduates have a set of theoretical and practical knowledge and skills that enable them to start working in various positions in the tourism structures:

- Hotel complexes and chains, in administrative, executive and managerial positions;
- Food and entertainment establishments;
- Travel agencies as organizers and agents of the basic and additional services;
- Public administration, industry structures and others.

Tourism graduates may exercise these professions and occupy the following positions according to the National Classification of Occupations, 2011:

- 1412/2003 Self-Serviced Restaurant Manager; - 1412/3004 Cafeteria Manager; - 1412/3005 Bar Manager; - 1412/3006 Restaurant Manager; - 1412/3007 Canteen Manager; - 1412/3008 Catering Manager; - 1412/3009 Restaurant Division Manager; - 1412/3011, Restaurant Owner; - 1431/3015 Recreation Manager; - 1431/3017 Casino Manager; - 1431/3020 Theme Park Manager; - 1431/6021 Culture Division Manager; - 1431/6022 Recreation Division Manager; - 1431/6023 Sport Activities Division Manager; - 1439/3001 Public-Service Establishment Manager; - 1439/3003 Camping Manager; - 1439/3004 Tourist Agency Manager; - 1439/3005 Bureau Manager; - 1439/3006 Lodge Manager; - 1411/3001 Hotel Division Manager; - 1411/3002 Hotel Manager; - 1411/3003 Motel Manager; - 1412/3001 Manager Of Public Catering Establishment; - 1439/6007 Manager Of Tourist Agency Division; - 1439/3008 Contact Center Manager; - 1439/3009 Conference Center Manager; - 4224/2001 Hotel Receptionist; - 4224/3002 Hotel Administrator.

Tourism Bachelor qualification characteristics with a Tourism professional qualification is an essential document which determines the curriculum and syllabus design and development. It is consistent with the Higher Education Act of the Republic of Bulgaria, with the Ordinance on the State Requirements for Awarding Educational and Qualification Degrees of Master, Bachelor and Specialist, and with the Internal Regulations of the South-West University of Neofit Rilski.

STRUCTURE OF CURRICULUM
Major: Tourism
Education and Qualification Degree: Bachelor

First year			
First semester	ECTS credits	Second semester	ECTS credits
1. Introduction to tourism	6.0	1. Tourist resources	6.0
2. Elective course I group	5.0	2. Elective course III group	5.0
3. Elective course II group	5.0	3. First foreign language	6.0
4. First foreign language	6.0	- English	
- English		- German	
- German		- French	
- French		- Russian	
- Russian		4. Second foreign language	5.0
5. Second foreign language	5.0	- English	
- English		- German	
- German		- French	
- French		- Russian	
- Russian		- Italian	
- Italian		- Spanish	
- Spanish		- Greek	
- Greek		5. Third foreign language	3.0
6. Educational practice Part I	3.0	- Spanish	
7. Sport	0.0	- Italian	
		- Greek	
		- Croatian	
		6. Elective course IV group	5.0
		7. Sport	0.0
Elective courses (Students choose one course from each group)		Elective courses (Students choose one course from each group)	
Elective courses I group:		Elective courses III group:	
1. Fundamentals of market economy	5.0	1. Management of human resources	5.0
2. Tourism policy	5.0	2. Career development in tourism	5.0
3. Writing and oral culture	5.0	Elective courses IV group:	
Elective courses II group:		1. Statistics	5.0
1. Applied mathematics	5.0	2. Econometrics	5.0
2. Mathematic models in tourism	5.0		
3. Quantitative methods in tourism	5.0		
	Total 30		Total 30
Second year			
First semester	ECTS credits	Second semester	ECTS credits
1. Tourist destination management	5.0	1. Innovations in tourism	6.0
2. Elective course V group	5.0	2. Financing and crediting in tourism	4.0
3. Elective course VI group	5.0	3. Elective course VII group	5.0
4. Business first foreign language	6.0	4. Business first foreign language	6.0
- English		- English	
- German		- German	
- French		- French	
- Russian		- Russian	
5. Business second foreign language	6.0	5. Business second foreign language	6.0
- English		- English	
- German		- German	
- French		- French	
- Russian		- Russian	
- Italian		- Italian	
- Spanish		- Spanish	
- Greek		- Greek	
6. Third foreign language	3.0	6. Educational practice Part II	3.0
- Spanish			

- Italian - Greek - Croatian			
Elective courses (Students choose one course from each group)		Elective courses (Students choose one course from each group)	
Elective courses V group: 1. Economics of tourism 5.0 2. Economics of hospitality 5.0		Elective courses VII group: 1. Accounting 5.0 2. Financial accounting in tourism 5.0 3. Financial and accounting analysis 5.0	
Elective courses VI group: 1. Management systems in tourism 5.0 2. Management of food and beverages 5.0 3. Management of tourism attractions 5.0			
	Total 30		Total 30

Third year

First semester	ECTS credits	Second semester	ECTS credits
1. Hotel and restaurant business 2. Tourism branding 3. Conjecture in tourism 4. Elective course VIII group 5. Elective course IX group 6. Geotourism	5.0 5.0 7.0 5.0 5.0 3.0	1. Tour operations and travel agencies 2. Elective course X group 3. Business communications – part I 4. Elective course XI group 5. Capital investments in tourism 6. Elective course XII group	6.0 6.0 5.0 5.0 3.0 5.0
Elective courses (Students choose one course from each group)		Elective courses (Students choose one course from each group)	
Elective courses VIII group: 1. Ecology and nature utilization in tourism 5.0 2. Balneological tourism 5.0 3. Management of spa and wellness services in tourism 5.0		Elective courses X group: 1. Rural and eco tourism 6.0 2. World cultural heritage 6.0	
Elective courses IX group: 1. Tourist fairs and exhibitions 5.0 2. Tourist markets 5.0 3. Marketing and advertising in tourism 5.0		Elective courses XI group: 1. International and domestic tourism 5.0 2. Negotiation techniques in tourism 5.0	
		Elective courses XII group: 1. Cult tourism 5.0 2. Cultural tourism 5.0 3. Software provision in tourism 5.0	
	Total 30		Total 30

Fourth year

First semester	ECTS credits	Second semester	ECTS credits
1. Tourism of the Balkan region 2. Quality systems in tourism 3. Elective course XIII group 4. Business communications – part II 5. Elective course XIV group 6. Internship	5.0 6.0 5.0 6.0 5.0 3.0	1. Competition and competitiveness of the tourism product 5.0 2. Recreational tourism 4.0 3. Elective course XV group 5.0 4. Elective course XVI group 3.0 5. Conservational nature protection 3.0	
		State examination or bachelor thesis defense	10.0
Elective courses (Students choose one course from each group)		Elective courses (Students choose one course from each group)	

<u>Elective courses XIII group:</u>		<u>Elective courses XV group:</u>	
1. Fundamentals of law	5.0	1. International Tourist organizations	5.0
2. Festival tourism	5.0	2. Tourism product design	5.0
3. PR in tourism	5.0		
<u>Elective courses XIV group:</u>		<u>Elective courses XVI group:</u>	
1. Tour guiding and animation	5.0	1. Educational tourism	3.0
2. Tourist infrastructure	5.0	2. Ethno-tourism	3.0
3. Cultural tourism itineraries	5.0	3. Volunteer tourism	3.0
	Total 30		Total 30

TOTAL FOR 4 ACADEMIC YEARS: 240 CREDITS

DESCRIPTION OF COURSES
Major: Tourism
Educational and qualification degree: Bachelor

INTRODUCTION TO TOURISM

ECTS credits: 6

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course aims to provide students with knowledge on the scientific study and practical problems of tourism. It should be noted that the development of market economy, privatization and the emergence of many tourist companies, the need for knowledge of past, the present characteristics and trends in tourism, its structural elements, particularly the need for specific knowledge of tourism management and marketing becomes more evident.

Course content:

Nature and importance of tourism. Types of tourism. Sciences and tourism. Historical development and contemporary spatial distribution of tourism. Main characteristics and trends in tourism development. Key features and characteristics of tourism. Major trends in contemporary tourist development. Factors for tourism development. Genetic factors. Realization factors. Systemic approach to tourism - the system for recreation and tourism and the territorial system for recreation and tourism. Connections of tourism with sectors of material production, transport and built environment; Tourist contingent. Recreational tourist behavior and tourist needs. recreational and tourist resources, material and technical basis of tourism and tourism infrastructure. Efficiency, Profitability and costs. Making in Tourism. Tourist market. Tourism demand and supply. Prices and pricing in tourism marketing; Attitude to guests, customer care. Impact of tourism. Tourism policy and planning. Organization and management of tourism in Bulgaria.

Teaching and assessment:

The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be both individual and in work groups. The knowledge, skills and expertise in developing both practical exercises and the homework, computer tests and course assignments are assessed. Ongoing assessment is performed. The aim of the ongoing assessment is to establish responsibility in respect of the prior training in systematic learning, formation of applied thinking skills, work with information products and ability to work as a team.

Hours per week: 41+0s

Exam type: written

FUNDAMENTALS OF MARKET ECONOMY

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The lecture course has been worked out according to the common purposes of the TOURISM subject. It is directed to revealing the general economic laws, the economic principles and the causal – evidence connections that rise up during the functioning of the economic system. The latter appears to be a complex socio-economic whole that contains relatively differentiated microeconomic units – the firms and the households. The purpose of the training course “Bases of economics” is to provide students with deep knowledge on the content and the main mechanisms, as a base for functioning of the market economy.

Course content:

Subject and field of the bases market economy. Methods and instrumentarium. General economic theories. Market mechanism. Nature. Demand. Supply. Market balance. Specific features of the market mechanism in the material and socio-cultural sphere. Peculiarities of the market mechanism in the sphere of Tourism. Analyses of the demand and supply. Flexibility of the demand and supply. Methods of measuring. Utility. Consuming. Total and top utility. Specific curves., related to the usefulness and the effectiveness. Production. Production function. Combining of the production factors and creating an optimal production function. Law of the reduced

Hours per week: 21+0s

Exam type: written

recapturing. Marginal analyses and marginal production. Market structures. Perfect competition, monopolistic competition. Oligopolis. Monopols. Market structures in tourism. Market of the main factors(resources) of production. Incomes. Demand and supply of resources. Specific features of the market of the production factors in the field of tourism. State intervention in the economics. Necessity. Economic conception. Critics of the economism. Defining the state of economics. BNP. Indexes and approaches. Participation of the tourist branch in the formation of the BNP and its' derivative indexes. Business cycles, inflation, unemployment. Business cycles. Phases of the business cycles, graphics of D. Cains. Inflation. Growth of money and inflation quantity. Unemployment. Defining the engagement. Exchange, money and banking. Deal exchange. Commodity money. Money exchange. History of money. Functions of money. Money quantity. Banks. Functions of the banks. Operation for controlling the money quantity – requirements for development. Commodity percentage. Open market operations. Bulgarian National Bank Law. Currency board – essence and features. Means for economic management. Monetary politics – types and basic means. Fiscal politics. Nature of the state budget and the concept “budget shortage”. The Cains' approach for a compromising existing between the unemployment and the inflation. Automatic stabilization of the finance politics. Alternative approaches for management of economics. Demand management. The Cains' model. Supply management. Cains' revolution in the field of the economic politics. Main critics of the model. Robert Mundell, Arthur Mafar Martin Feldmant M. Friedman; Monetarism. (Friedman), Theory of the real expectances. (John Mut); World trade. Adam Smith's Absolute advantage Comparative advantage of D. Ricardo, advantage of Heckscher and Ohlin theorem. Trade barriers. Tariffs, novelties, subsidies, etc. Economic integration. Globalization. International finances. Pay-balance. Operations in the international trade activity. Currency and currency exchange.

Teaching and assessment:

The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be both individual and a team work. The knowledge, skills and expertise in developing both practical performance and the scholarly works, computer tests and course assignments are assessed. An ongoing assessment is applied. The aim of the ongoing assessment is to establish responsibility in respect of the prior training of the systematic learning, the formation of skills for applied thinking, work with information products and ability to a team work.

TOURISM POLICY

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation

The course is designed for students in spec. "Tourism" as specialized information about the specifics of the tourism policy of the state, European and international institutions in the field of tourism. The aim is for students: (i) to acquire knowledge of politics as a specific object and subject of the science of tourism; (II) to reflect the characteristics of tourism policy as a system; (III) to know cyclical forecasts and analysis as a tool for production management in the tourism industry; (IV) can identify the subjects of tourism policy and especially the so-called. Stakeholders in its implementation; (V) be familiar with goal setting in the preparation and conduct of systematic tourism policy; (VI) can identify and apply the tools of national and international tourism policy.

Course content:

Politicity as a specific object and subject of tourism. System characteristic of the tourism policy. Subjects of tourism policy. Goal setting system of the tourism policy. National Tourism Policy. International tourism policy. Historical background of tourism policy in Bulgaria. Formation and development of tourism policy in the period 1878 - 1948 was formed and the development of tourism policy in the period 1948 - 1989 was formed and the development of tourism policy in the transition period (after 1990). Internal tourism policy. Analysis of the tourism policy of Bulgaria with the help of matrix and scenario techniques. Planning and forecasting the need for tourism policy. Budgeting and allocation of resources for the needs of tourism policy. Possibilities for improving the tourism policy.

Teaching and assessment:

Training course takes the form of lectures. The course ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence in the implementation of the current control are assessed, of serious importance are the results achieved by the set assignments and tests.

WRITTEN AND SPOKEN CULTURE

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course acquaints students with spelling and pronouncing rules currently in force in the modern Bulgarian literary language.

Course content:

Rules for forming sections. Rules for writing text below the title. Rules for writing texts to non-language illustrations. Texts Rules for use of capital letters in addressing and address requests, official letters and declarations. Rules for writing capitals in unrelated and related text. Rules for connected, semi-connected and separate writing in nouns, adjectives, numerals, adverbs, prepositions complex. Rules for use of the comma in simple and complex sentences. Rules for use of quotation marks and to the point. Rules for the use of variable Rules for metathesis of combinations -ar - / - man- and -al - / - la-. Rules for writing full and short definite article. Rules for the formation of the numeral form of nouns, define persons with nouns, calling nelitsa. Syntax coordination. Rules for pronunciation of verb endings of the definite articles and prepositions.

Teaching and assessment:

The classes in the discipline include seminars. The topics they are announced in advance, students are required to participate in discussions on the issue raised with the view to solve practical case studies, paper.

APPLIED MATHEMATICS

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course of study subject gives basic knowledge for solving systems of linear equations , function - limit and derivative research function, integral and application of definite integrals, and certain types of ordinary differential equations of first and higher- order. The basic types of compounds - variations, permutations, combinations needed to show the quantitative methods of data processing to obtain basic knowledge of probability theory, but based on that build methods of mathematical statistics.

Course content:

Sets and images, Real numbers, combinatorics, mathematical induction, Determinants, Systems of linear equations polynomials, Coordinate Systems, Straight Line, Lines in the plane; Endless numeric arrays, functions of a real variable, continuous functions, derivatives and differentials of function; Basic theorems of calculus, function testing, indefinite integrals, definite integrals, Geometric applications of definite integrals approximate calculus of integrals, ordinary differential equations, elements of probability theory.

Teaching and assessment:

The course ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the seminars on the implementation of the monitoring are assessed and of high importance are the results achieved by the set assignments and tests.

MATHEMATICAL MODELS IN TOURISM

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The goal is for students: to acquire theoretical knowledge of calculus and in particular the theory of probability and mathematical statistics, which enable them to build mathematical models of economic processes and phenomena in tourism can make itself undertake, check hypotheses, correlation, regression and dispersion, are able to perform time series analysis and build their prediction models, be aware of some of the most important

Hours per week: 21+0s

Exam type: written

Hours per week: 21+1s

Exam type: written

Hours per week: 21+1s

Exam type: written

elements of multivariate statistical analysis, with overall patterns of multivariate analysis models and properties of the principal components factor analysis models, as well as statistical models of the main components and statistical models of factor analysis.

Course content:

Basic mathematical concepts and their economic interpretation; Probability: Probability spaces, Conditional Probability and sequence of tests, Random variables, Numerical characteristics of random variables, We provide theorems of probability theory, Introduction to the theory of stochastic processes . Mathematical statistics and modeling: Basic concepts of sampling method, point estimates of the distribution parameters; Interval estimates of the parameters of the distribution, hypothesis testing, correlation and regression, analysis of variance elements, time series analysis, Elements of multivariate statistical analysis - common models of multivariate analysis models and the properties of the principal components factor analysis models, as well as statistical models of the main components and statistical models of factor analysis; method "Monte Carlo" Working with Matlab and tulboks concerning mathematical financial analysis.

Teaching and assessment:

The course ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the seminars on the implementation of the monitoring are assessed and of high importance are the results achieved by the set assignments and tests.

QUANTITATIVE METHODS IN TOURISM

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course "Quantitative Methods in Tourism" is part of the basic training in economics. The course aims to build a theoretical foundation for understanding the problem of the measurement of economic processes, testing economic theories, the evaluation of econometric models and their use in practice. The material is selected in accordance with the current workload and the specificities of the course and within a reasonable compromise between theoretical and empirical material is given priority to the relationship between economic theory and the real possibility of an econometric analysis of the behavior of firms, consumers and macroeconomic developments in the economy. To this end, consider some topics not included in the syllabi of the microeconomics of other economic subjects.

Course content:

Econometrics as a science . Economic information. Mathematical models: ompilation and analysis. Stages of construction of the model. Linear econometric models. Systems of linear equations - formulas Kramer Gaussian shape. Introduction to probability theory and statistics - basic concepts and tasks. Methods for the analysis of time series . Analysis of economic cycles in tourism. Queuing systems - analysis and improvement. Risk Theory and quantitative methods for risk assessment. Game Theory , Introduction to Matlab, Working with Simulink;

Teaching and assessment:

The course ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the seminars and on the implementation of the ongoing monitoring are assessed and of high importance are the results achieved by the set assignments and tests.

ENGLISH LANGUAGE, FIRST FOREIGN LANGUAGE, PART I

ECTS credits: 6

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course aims both to revise substantial sections of grammar and to prepare students to communicate freely in society and everyday life. Since the course is practical, students shall be active in class and have extracurricular tasks. The main objective is to reinforce basic language knowledge and skills to an Upper-Intermediate/Advanced level. The main tasks set during the training are effective development of language skills and self- enrichment of lexical stock of words, development of dialogues on topics previously presented,

followed by discussion. The peculiarities of intonation as a means bearing different impact on the participants in the discourse are considered. According to these main objectives the students are trained through the different types of speech activities /listening, reading, speaking, writing/ and the different aspects of language /vocabulary, grammar, phonetics/.

Course content:

The tense system – auxiliary, modal auxiliary and full verbs; time and aspect of English tenses; active and passive voice. Past Simple versus Present Perfect; Present Perfect versus Present Perfect Continuous. Narrative tenses – Past Simple, Past Continuous, Past Perfect, Past Perfect Continuous; time clauses. Expressing quantity – some, any, no / much, many, a lot of / a great deal of, a large number of, plenty of / (a) little, (a) few / every, all. Future forms – will/shall, be going to, Present continuous, Present Simple, Future Continuous, Future Perfect. Relative clauses – defining and non-defining; relative pronouns; punctuation; present and past participles; infinitive clauses. Midterm test – grammar and vocabulary. Discussion. Revision. Verb patterns – the –ing form or the infinitive; forms of the infinitive – simple, continuous, perfect and passive; uses of the infinitive. Modal auxiliary verbs – obligation, advice, permission, ability, request, willingness, request, promise, present, future and past probability; degree of certainty. Expressing habit – Present Simple, Present Continuous, will/would, used to + inf., be/get used to + -ing. Hypothesizing – 1st, 2nd, 3rd, mixed conditionals; I wish, If only, I'd rather, should have done. Noun phrases – adding information to nouns. Articles – a/an, the, zero article. Adding emphasis – word order and the passive; emphatic structures – cleft sentences, negative inversion, inversion in conditionals and use of auxiliaries in positive sentences. Prefinal test – get ready for the final examination! General revision – exercises.

Teaching and assessment:

The English Language Course Part I includes 60 hours of exercise attendance, distributed into 4 hours a week. Based on the overall program in English for Bachelor Degree. Training of students includes their active participation in seminars, as well as ongoing training, ongoing presentations, written projects, monitoring and control. The control is realized in a special form as a set of individual tasks and requirements for participation in the learning process, two evaluations during the semester on the material studied, which represent 30% of the total score on the final exam (40% for the written final exam and 30% for the oral final exam).

GERMAN LANGUAGE, FIRST FOREIGN LANGUAGE, PART I

ECTS credits: 6

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course aims both to revise substantial sections of grammar and to prepare students to communicate freely in society and everyday life. Since the course is practical, students shall be active in class and have extracurricular tasks. The main objective is to reinforce basic language knowledge and skills to an Upper –Intermediate / Advanced level. The main tasks set during the training are effective development of language skills and self-enrichment of lexical stock of words, development of dialogues on topics previously presented, followed by discussion. The peculiarities of intonation as a means bearing different impact on the participants in the discourse are considered. According to these main objectives the students are trained through the different types of speech activities /listening, reading, speaking, writing/ and the different aspects of language /vocabulary, grammar, phonetics/.

Course content:

Einstufungstest und mündlicher Ausdruck. Präpositionen. Besonderheiten. Übungen. Lückentext. Der bestimmte und der unbestimmte Artikel. Besonderheiten. Übungen. Der Passiv. Gebrauch. Restriktionen. Zustandspassiv, Vorgangspassiv. Nacherzählung. Der Konjunktiv I. Formbildung. Gebrauch. Hörverstehen. Texttransformation. Besonderheiten. Übungen. Der Konjunktiv II. Formbildung. Gebrauch. Übungen. Texttransformation. Modalverben in der objektiven Bedeutung. Übungen. Inhaltsangabe. Besonderheiten. Übungen. Modalverben in der subjektiven Bedeutung. Umschreibeformen. Übungen. Inhaltsangabe. Schwerpunkte bei einer Inhaltsangabe. Lückentext. Multiple Choice Text mit Akzent Modalverben, Passiv, Konjunktiv. Nebensätze. Temporale Nebensätze – Gleichzeitigkeit, Vorzeitigkeit, Nachzeitigkeit. Übungen. Nebensätze – kausale, konzessive, Finalnebensätze. Übungen. Der Satzrahmen im Deutschen. Konnektoren. Endstellung. Umstellung. Normalstellung. Hörverstehen. Vorbereitung zur Prüfung. Nacherzählung. Diktat.

Teaching and assessment:

The course ends with an exam. Each language skill is presented as a component of the exam. Under assessment are the knowledge, skills and competence during the seminars on the implementation of the ongoing assessment;

of high importance are the results achieved in the set assignments and tests. Final Assessment: students receive a grade on a six-point rating system.

FRENCH LANGUAGE, FIRST FOREIGN LANGUAGE, PART I

ECTS credits: 6

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course is very practical, which is expressed in the oral and written mastery of the foreign language as a means of communication. The topics are up-to-date, in accordance with the interests of students, giving a chance for conversation and discussion, and help to expand the volume of the acquired means of expression and to improve the quality of communication skills. It aims to improve the free and spontaneous command of the language, through the development of all major types of speech activity: understanding speech, ability to speak, read and write in the foreign language. Practical mastery of the language, which is the main objective of this course includes students' developing habits of independent work with the language, but also the creative use of knowledge, skills and habits in new conditions of speech activity, in other words - creative proficiency.

Course content:

Univers et nature Environnement et pollution. Monde intérieur de l'homme. Sens et sensations. Sports et santé. État physique et activités physiques de l'individu. Vie privée de l'homme. Ménage, habitat et famille. Agglomérations et aménagement du territoire. Carrière et vie professionnelle. Vie en société et relations sociales. Art et culture. Cultes et religions. Distractions et loisirs. Alimentation et gastronomie Voyages et tourisme Achats, ventes et locations. Négociations commerciales. Publicité et courrier commercial. Genre et nombre du nom. Cas particuliers. Pluriel des noms composés. Article. Valeur sémantique des trois types d'articles. Absence d'article. Adjectif qualificatif. Genre, nombre et place des adjectifs qualificatifs. Degrés de comparaison des adjectifs qualificatifs. Adjectif verbal. Adjectifs indéfinis. Substituts du nom : les pronoms. Pronoms personnels compléments. Les pronoms « le », « en », « y ». Place des pronoms. Pronoms indéfinis. Pronoms relatifs. Pronoms relatifs simples. Pronoms relatifs composés. Négations particulières. Mode Indicatif et ses temps. Expression de la simultanéité, de l'antériorité et de la postériorité. Emploi des temps de l'Indicatif. Mode conditionnel. Conditionnel présent. Conditionnel passé. Emplois du conditionnel.

Teaching and assessment:

The course combines traditional and newer approaches to foreign language teaching. During the seminars the focus is on exercises for the development of dialogical and monologue speech. Habits and writing skills are built through dictations, telling and retelling in writing. Large place is occupied by listening and analytical (explanatory) reading exercises. Pronunciation habits are developed through listening to the original recordings and special exercises with typical phonetic difficulties. The evaluation of students' knowledge is based on several components. The final assessment is completed by : examination during the session, ongoing control, activity of students during seminars, self-fulfilling particular tasks on topics specified by the teacher and selected based on the content of the course.

RUSSIAN LANGUAGE, FIRST FOREIGN LANGUAGE, PART I

ECTS credits: 6

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

Russian is taught as the first foreign language to the students of Tourism. The course is aimed at building foreign language skills at a professional level in the preparation of qualified personnel for servicing the tourism industry. The emphasis in teaching is on developing all components of communicative competence: linguistic competence in structural /knowledge of phonetic features, vocabulary and grammar of the Russian language/ and functional /use of the Russian language in accordance with the communication needs of students /term; sociocultural competence /expertise for guidance in the socio-cultural context/; strategic competence /learning strategies to solve communication problems resulting from lack of knowledge or skills /. Instruction is on situational basis by mimicking real communication. The form of training is a practical lesson with a classical

structure: introduction of basic knowledge on the functioning of the language system by working with text, language and speech exercises on vocabulary and grammar to consolidate knowledge; typical structures for developing speech habits and skills. Exercises for self employment are provided to subjects with increased difficulty.

Course content:

Знакомство. Национальная принадлежность. Профессия. Социальные карьеристы. Начало учебного года. Характеристика студента. Глаголы *учить, учиться, заниматься, изучать, преподавать*. Человек. Развитие человека /рождение, рост, возраст, биография/. Тело человека /внешность, сложение, части тела, двигательная система, внутренние системы организма/. Психические свойства личности. Характер и темперамент человека. Поведение. Такт и бестактность. Одежда, обувь. Одевание – глаголы. Дополнительные принадлежности к одежде – магия аксессуаров. Виды тканей. По одежке встречают – по уму провожают. Взгляд на моду. Искусство торговли. Семья. Родственные отношения и связи. Без компромиссов не обойтись. Забота о детях. Дом. Строительство и внутренняя отделка дома. Квартира. Убранство квартиры. О вещах – всерьез... Тоска объявлений. Русская изба. Питание. Пищевые продукты. Приготовление пищи. Столовая посуда. Ресторан. Заведения общественного питания и увеселительные заведения. Обслуживающий персонал. Словосочетания и речевые формулы. Забота о человеке. Здравоохранение /структура, гигиена, болезни, медицинская помощь, поликлиника, больница, зубоветеринарная помощь, аптека/. Болезни /внутренние, заразные, глазные, психические, кожные, детские, заболевание уха, носа, горла/. Просвещение и культура. Образование /дошкольное воспитание, школьные виды, высшее образование, наука/. Язык и литература /грамматика, орфография, лексикология, фонетика; устное народное творчество; художественная литература; литературные жанры, периодические издания/. Радиовещание /радиопередачи, телевидение/. Музыка /музыкальное произведение, музыкальные инструменты, исполнители/. Изобразительное искусство /живопись - виды, графика, скульптура, архитектура/. Театр /виды театров, устройство, исполнители/. Киноискусство /производство фильмов. кино. фотография, съемка/. Цирк. Экономика. Энергетика. Промышленность - виды. Сельское хозяйство /растениеводство, животноводство, сельскохозяйственные машины и орудия/. Строительство. Транспорт и сообщения-виды. Торговля /таможня; товар, виды товаров; рынок /базар;/ Магазины - виды; ресторан; столовая; гостиница/. Финансы /деньги, банк, бухгалтерия, касса, страхование/.

Teaching and assessment:

The course combines traditional and newer approaches to foreign language teaching. During the seminars the focus is on exercises for the development of dialogical and monologue speech. Habits and writing skills are built through dictations, telling and retelling in writing. Large place is occupied by listening and analytical (explanatory) reading exercises. Pronunciation habits are developed through listening to the original recordings and special exercises with typical phonetic difficulties. The evaluation of students' knowledge is based on several components. The final assessment is completed by : examination during the session , ongoing control, activity of students during seminars, self-fulfilling particular tasks on topics specified by the teacher and selected based on the content of the course.

ENGLISH LANGUAGE, SECOND FOREIGN LANGUAGE, PART I

ECTS credits: 6

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course in English as a second foreign language, Part I is designed for students with a basic level of proficiency, which go on to the next Pre-intermediate level. It presents the basic grammatical units of English in their entirety, presents appropriately selected training exercises, adequately explains the characteristics of spoken language by stimulating communicative competence and gradually breaks the barriers for speaking. Seminars follow the Headway Pre-intermediate level system, which contains a textbook, a workbook with exercises and audio CD with dialogues and texts for understanding, developing basic communication skills. The aim of the course in English is primarily to ensure the absorption of the essential sections of grammar to prepare students for free communication in the field of economy, tourism and banking, which is emphasized in IIIrd and IVth semester. Since the course is practical, it requires students to be active in class and have extracurricular responsibility for their work. The main tasks set during the training are effective and integrative development of language skills and self-enrichment of lexical stock of words, development of dialogues in different situations and retelling of text to present themes. According to these main objectives the students are trained in different

Hours per week: 0l+4s

Exam type: written

types of speech activity /listening, reading, speaking, writing/ and the different aspects of language /vocabulary, grammar, phonetics/.

Course content:

People. Social English. Using a bilingual dictionary. Animals. Question forms (Part 1). Present Continuous Tense. Writing an informal letter. Lifestyles. Numbers and prices. Linking words. Present simple tense. Have/ have got. Describing a person. Fact and fiction. Retelling a story from pictures. Time expressions. Past simple tense. Past continuous tense. Irregular verbs. Writing a story. Going shopping. Talking about a favorite store. Polite requests and offers. Expressions of quantity, articles. Filling in forms. Plans and ambitions. Word families. Discussion – Arranged marriages. Verb patterns (Part I) – going to/ will. Writing a post card. Descriptions – people and faces. Relative clauses. Synonyms/ antonyms. Comparative and superlative adjectives. Directions. Prepositions of place and movement. Fame. Roleplay – interviewing a group of musicians. Writing a biography. Present perfect simple. Adverbs. Homophones. Pros and cons. Professions. Discussion – teenagers and their parents. Writing a formal letter.

Teaching and assessment:

Practical exercises include the following components: introduction of new information, summary and revision, presentation and analysis of self- performed tasks consolidation through a variety of activities – RPGs, work on authentic texts in the computer lab. Students take two tests during the semester. The course ends with a written and oral examination. Total score is the average of the results from both parts of the exam - written and oral. It can also be a fractional number. To this is added the current assessment, the amount shall be averaged and as a result gives the final exam score, which is rounded to integer.

GERMAN LANGUAGE, SECOND FOREIGN LANGUAGE, PART I

ECTS credits: 6

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

It presents the basic grammatical units of German in their entirety, presents appropriately selected training exercises, adequately explains the characteristics of spoken language by stimulating communicative competence and gradually breaks the barriers for speaking. Seminars follow the Wirtschaftsdeutsch 1 system, which contains a textbook, a workbook with exercises and audio CD with dialogues and texts for understanding, developing basic communication skills. The aim of the course in German is primarily to ensure the absorption of the essential sections of grammar to prepare students for free communication in the field of economy, tourism and banking, which is emphasized in 3rd and 4th semester. Since the course is practical, it requires students to be active in class and have extracurricular responsibility for their work. The main tasks set during the training are effective and integrative development of language skills and self-enrichment of lexical stock of words, development of dialogues in different situations and retelling of text to present themes . According to these main objectives the students are trained in different types of speech activity /listening, reading, speaking, writing / and the different aspects of language /vocabulary, grammar, phonetics/.

Course content:

Das deutsche Alphabet. Phonetische Besonderheiten. Übungen Zurück aus Wien – Dialog. Personalpronomen. Präsens von Vollverben. Die Firma Lang. Die Firma Sturm braucht eine neue Maschine – Dialog.Pluralbildung, unbestimmter Artikel, Possessivartikel, Berufe. Ein Telefongespräch – Dialog. Akkusativ, Negation, Zeitangaben, Zahlen. Die Bestellung – Dialog. Akkusativpräpositionen, Verben mit Akkusativpräpositionen, Präsens von Modalverben. Die Bestellung- Fortsetzung, Himmelsrichtungen, Komparativ, Superlativ, Landschaften in Deutschland. Hörverstehen. Grammatische Übungen. Die Verbaucher und ihre Kaufkraft. Die Besprechung-Dialog, Lokalpartikeln und Adjektive, Zeitangaben, Ordinalzahlen, das Jubiläum. Dativ, Personalpronomen, Verben mit Dativ, Dativ und Akkusativ im Satz. Im Besprechungszimmer, Akkusativ ohne Artikel, Präpositionen mit dem Dativ. Das Problem mit der M-CC- 1, die Uhrzeit, Aktiv und Passiv, das Bankensystem in Deutschland. Die Bilanz. Ein Arbeitstag von Herrn Lang, Terminkalender, Verben mit trennbarer Vorsilbe. Neue Mitarbeiter gesucht-Dialog, Reflexivpronomen, reflexive Verben. Der Preisnachlaß-Dialog, Wenn... (dann)- Bedingung. Präpositionaladverb und Fragewort, Adjektivendungen im Genitiv, Präposition per. Modalverb mögen, Präpositionen mit dem Genitiv, Präteritum von sein und haben.

Teaching and assessment:

Practical exercises include the following components: introduction of new information, summary and revision, presentation and analysis of self- performed tasks consolidation through a variety of activities – RPGs, work on authentic texts in the computer lab. Students take two tests during the semester. The course ends with a written

and oral examination. Total score is the average of the results from both parts of the exam - written and oral. It can also be a fractional number. To this is added the current assessment, the amount shall be averaged and as a result gives the final exam score, which is rounded to integer.

FRENCH LANGUAGE, SECOND FOREIGN LANGUAGE, PART I

ECTS credits: 6

Hours per week: 0l+4s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course in French as a second foreign language, part I is designed for students without any knowledge of the French language and has a very practical orientation, which is expressed in the oral and written mastery of a foreign language as a means of communication. The topics are up-to-date in accordance with the interests of the students and provide a chance for conversation and discussion. The aim of the course is to achieve general language practice and form language skills among students in the first year of Tourism. On the other hand, it contributes to learning basic vocabulary and grammar and the development of communication skills.

Course content:

Présentations. Information sur la biographie et la carrière professionnelle. Famille et liens de parenté. Portrait. Description physique. Qualités et défauts. Description psychologique. Activités quotidiennes. Loisirs. Alimentation. Situation dans le temps –heure, moments de la journée, jours de la semaine, date, mois de l’année, saisons. Situation dans l’espace et orientation. Vêtements et mode. Logement et meubles. Médias. Déplacements et transport. Santé. Correspondance personnelle.

Teaching and assessment:

The course combines traditional and newer approaches to foreign language teaching. During the seminars the focus is on exercises for the development of dialogical and monologue speech. Habits and writing skills are built through dictations, telling and retelling in writing. Large place is occupied by listening and analytical (explanatory) reading exercises. Pronunciation habits are developed through listening to the original recordings and special exercises with typical phonetic difficulties. The evaluation of students' knowledge is based on several components. The final assessment is completed by : examination during the session , ongoing control, activity of students during seminars, self-fulfilling particular tasks on topics specified by the teacher and selected based on the content of the course.

RUSSIAN LANGUAGE, SECOND FOREIGN LANGUAGE, PART I

ECTS credits: 6

Hours per week: 0l+4s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

Russian is taught as a second language by the students in Tourism within two semesters in two parts. The aim of the course is to provide basic knowledge on the functioning of the modern Russian language and to develop four types of language skills: speaking, listening, reading and written to a level A1 and starts from beginner level. In the first part of the course starts the construction of specialized foreign language skills, which are an important condition for successful professional development of students as qualified personnel for the tourism industry. The emphasis in the learning process is the formation of all the components of communicative competence: linguistic competence in structural /knowledge of phonetic features, vocabulary and grammar of the Russian language/ and functional /use of the Russian language in accordance with the communication needs of students/ term; sociocultural competence /expertise for guidance in the socio-cultural context/; strategic competence /learning strategies to solve communication problems resulting from lack of knowledge or skills/.

Course content:

Фонетика. Понятие о гласных и согласных звуках. Редукция гласного *о*. Понятие о мягких и твердых согласных. Буквы *ы, э, я, е, ю*. Интонация общего вопроса. Интонация специального вопроса. Грамматика. Общий вопрос. Утвердительный ответ. Множественное число существительных. Обстоятельство места. Вопрос *Где?* Отрицательный ответ на общий вопрос. Лексика. Знакомство. Настоящее время глагола. Вопросы к подлежащему и к сказуемому. Личные местоимения.

Обстоятельство образа действия и времени. Вопросы *Когда?* и *Как?* Фонетика. Озвончение и оглушение согласных. Грамматика. Винительный падеж объекта неодушевленных существительных. Придаточное дополнительное предложение с союзом *что*. Придаточное предложение причины с союзом *потому что*. Количественные числительные от 1 до 10. Фонетика. Повторение твердых и мягких согласных. Грамматика. Притяжательные местоимения. *Чей, чья, чье, чьи?* Родительный падеж. Дополнительное придаточное предложение /союзные слова *кто, что как, где, когда, почему*/. Лексика. Профессии. Рассказ о себе. Фонетика. Звук *ц*. Грамматика. Предложный падеж места существительных в единственном числе. Количественные числительные 11 – 90. Противительный союз *но*. Лексика. Описание человека. *Какой, какая, какое, какие?* Фонетика. Звуки *к и х*. Грамматика. Род имен существительных. Притяжательные местоимения. Безличные предложения. Лексика. Погода. Карта мира. Твердые и мягкие согласные *л – л'*. Грамматика. Прошедшее время глагола. Понятие о видах глагола. Лексика. *Кто где был вчера? Кто что делал/сделал?* Интонация вопроса с вопросительным словом и без вопросительного слова. /повторение/ Грамматика. Виды глагола. Простое и сложное будущее время. Винительный падеж обозначения времени действия днями недели. Лексика. Глаголы *учить, учиться, заниматься*. Работа и учеба. Повторение звуков *т и ш*. Грамматика. Винительный падеж направления с глаголами *пойти, ходить, прийти*. Лексика. Диалоги и монологи. Кто куда *ходил, пошел, пришел*. Намерения. Звуки *щ и ч*. Грамматика. Предложный падеж существительных во множественном числе. Предложный падеж объекта речи. Исключения в предложном падеже единственного числа. Предложный падеж личных местоимений. *Должен + инфинитив*. Числительные от 100 до миллиарда. Лексика. Обязанности. Распорядок дня. Дискуссия: *О ком и о чем мы обычно разговариваем в свое свободное время*. Грамматика. Прилагательные в именительном падеже. Порядковые числительные. Указательные местоимения *этот, эта, это, эти*. Предложный падеж для обозначения времени. Лексика. Времена года в Москве. Грамматика. Виды глагола. Глаголы на *-ся*. Придаточное предложение со словом *который* в именительном падеже. Винительный падеж для обозначения времени. Лексика. Рабочий день. Грамматика. Предложный падеж прилагательных и притяжательных местоимений. Придаточное предложение со словом *который* в предложном падеже. оборот *у меня есть*. Союз *чтобы* после глагола *хотеть*. Предложный падеж для обозначения времени. Краткие прилагательные. Лексика. Семья. Дом. Грамматика. Винительный падеж одушевленных существительных и личных местоимений. Придаточное предложение условия с союзом *если*. Лексика. Семья – продолжение. Родственные отношения. Грамматика. Винительный падеж прилагательных, притяжательных местоимений и местоимения *этот*. Сложное предложение со словом *который* в винительном падеже. Местоимение *свой*. Неопределенно-личные предложения. Лексика. Полет в Космос. Грамматика. Глаголы движения без приставок. Глаголы движения с приставками *-но и -при*. Придаточное предложение следствия с союзом *поэтому*. Превосходная степень прилагательных. Определение времени по часам. Лексика. Экскурсия в Московский университет. Самая прекрасная страна. Грамматика. Родительный падеж существительных с предлогом *из, с* в значении места. Родительный падеж после числительных и слов *мало, много, сколько, столько, несколько*. Глаголы движения с приставками *у-, в-, вы-*. Лексика. Олимпийские игры. Грамматика. Родительный падеж применный. Лексика. Поездка на Кавказ. Грамматика. Родительный падеж прилагательных и притяжательных местоимений. Придаточное предложение со словом *который* в родительном падеже. Родительный падеж для обозначения даты. оборот *больше чем*. Лексика. Национальная принадлежность. Профессия. Социальные карьеристы. Характеристика студента. Глаголы *учить, научить, изучать, преподавать*.

Teaching and assessment:

The course combines traditional and newer approaches to foreign language teaching. During the seminars the focus is on exercises for the development of dialogical and monologue speech. Habits and writing skills are built through dictations, telling and retelling in writing. Large place is occupied by listening and analytical (explanatory) reading exercises. Pronunciation habits are developed through listening to the original recordings and special exercises with typical phonetic difficulties. The evaluation of students' knowledge is based on several components. The final assessment is completed by: examination during the session, ongoing control, activity of students during seminars, self-fulfilling particular tasks on topics specified by the teacher and selected based on the content of the course.

ITALIAN LANGUAGE, SECOND FOREIGN LANGUAGE, PART I

ECTS credits: 6

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Hours per week: 01+4s

Exam type: written

Department of Tourism
Faculty of Economics

Annotation:

This course is designed for students without any knowledge of the Italian language. It presents the basic grammatical units of the Italian language as a whole, presented through appropriately selected training exercises, adequately explains the features of spoken language by stimulating communicative competence and gradually breaks the speech barrier. Seminars follow the system Progetto, which contains a textbook, a workbook with exercises and audio CD with dialogues and texts for understanding, developing basic communication skills.

Course content:

Italian alphabet - basic rules for reading and writing, features the Italian pronunciation, nouns and adjectives, definite and indefinite article. Personal pronouns, subject, possessive pronouns, Present tense verbs in the correct indicative. Present tense verbs in the correct indicative. Present tense of irregular verbs in the indicative. Simple prepositions. Some irregular verbs, numerals, definite and indefinite article - definition of article and rules of use.

Teaching and assessment:

The course combines traditional and newer approaches to foreign language teaching. During the seminars the focus is on exercises for the development of dialogical and monologue speech. Habits and writing skills are built through dictations, telling and retelling in writing. Large place is occupied by listening and analytical (explanatory) reading exercises. Pronunciation habits are developed through listening to the original recordings and special exercises with typical phonetic difficulties. The evaluation of students' knowledge is based on several components. The final assessment is completed by : examination during the session , ongoing control, activity of students during seminars, self-fulfilling particular tasks on topics specified by the teacher and selected based on the content of the course.

SPANISH LANGUAGE, SECOND FOREIGN LANGUAGE, PART I

ECTS credits: 6

Hours per week: 01+4s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course in Spanish enables students in "Tourism " to acquire basic knowledge of the language within the two-year course of study, developing simultaneously written and spoken - communication skills and habits of receptive and reproductive level, as well as opportunities for independent work on unfamiliar authentic texts. Grammatical material is arranged according to the principle of internal logic and mutual relation between language phenomena. Lexical volume is organized thematically. Training is conducted following the system Español. The toolkit enables students to master the language to a level that allows them to handle household and general socio-economic issues. Acquired language skills meet the first part of level A1 according to the European standard for evaluation.

Course content:

Unidad 15 Futuro de Indicativo. Formas de expresar hipótesis. Futuro de Indicativo. Verbos regulares e irregulares. Reaccionar ante determinadas situaciones. Futuro / Futuro Perfecto. Expresar hipótesis sobre algunos temas. Simular una conversación en una agencia de viajes. Cuando + Subjuntivo. Escribir un e-mail. Expresar hipótesis sobre el Futuro del país. Lectura: " 2101. Odisea en el planeta Tierra." Formular hipótesis sobre el futuro del mundo. Lectura: ¿Quién será? Unidad 16 Pretérito Imperfecto de Subjuntivo. Elegir el verbo adecuado. Pretérito Imperfecto de Subjuntivo Expresar condiciones en el Presente. Completar frases. Condicional. Expresar deseos. Oraciones de relativo. Presente de Subjuntivo. Rechazar una propuesta y formular otra. Relacionar frases. Lectura: Una fiesta sorpresa. Simular una conversación en una agencia de viajes. Relater del mundo. Discutir tradiciones y fiestas. Expresar condiciones en el Presente Expresar condiciones en el Presente y el Futuro.

Teaching and assessment:

The course combines traditional and newer approaches to foreign language teaching . During the seminars the focus is on exercises for the development of dialogical and monologue speech. Habits and writing skills are built through dictations, telling and retelling in writing. Large place is occupied by listening and analytical (explanatory) reading exercises. Pronunciation habits are developed through listening to the original recordings and special exercises with typical phonetic difficulties. The evaluation of students' knowledge is based on several components. The final assessment is completed by : examination during the session, ongoing control, activity of

students during seminars, self-fulfilling particular tasks on topics specified by the teacher and selected based on the content of the course.

GREEK LANGUAGE, SECOND FOREIGN LANGUAGE, PART I

ECTS credits: 6

Hours per week: 01+4s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course of the Greek language as an optional course is strictly emphasized practical, which is expressed in oral and written mastery of a foreign language as a communication tool. The topics are timely, consistent with the interests of students and provide wide opportunity for conversation and discussion. On the other hand, they contribute to learning basic vocabulary and grammar and the development of communication skills. The training course provides: accumulation of sustained stock of vocabulary, grammatical structures and speech automatisms enabling them to produce foreign language speech on a wide range of topics; building skills to understand foreign language speech in auditory perception; mastering the techniques and techniques for reading trips; building skills to create their own, original works based on the main prototypes text: descriptive, argumentative, narrative, epistolary and others. The aim of the course is to build pronunciation and spelling skills, mastering a specific vocabulary and grammar skills for listening, speaking, reading and writing.

Course content:

Irregular verbs. Texts: travel agent "Kseniteas." Nouns masculine. Texts: tourism products offered by the agency relating to accommodation. Feminine nouns. Texts: tourism products offered by the agency relating to food. Nouns neuter. Texts: tourism products offered by the agency relating to additional services. Adjectives masculine. Texts: Guide to Athens. Adjectives feminine. Texts: Guide in northern Greece. Adjectives neuter. Texts: Guide to the Greek Islands. Pronouns (second part). Texts: tourism product and animation. Reflexive pronouns (first part). Texts: At the International Tourism Fair "Philoxenia" in the city. Thessaloniki. Reflexive pronouns (second part). Texts: Culture, traditions and morals. The first 7 types of alliances. Texts: I want to work in Greece. Numerals cardinal and ordinal over 1001. Job Interview. The other 8 kinds of alliances. Texts: Modern Greek literature. Derived verbs from other verbs. Abbreviations. Texts: Modern Greek literature. Nouns derived from verbs or nouns. Texts: Modern Greek literature. Adjectives derived from other verbs, nouns, adjectives, adverbs. Texts: Modern Greek literature. Interjections. Texts: Modern Greek literature. Adverbs derived from adjectives. Texts: Modern Greek literature. Derived adverbs of pronouns. Texts: Modern Greek literature. Adverbs derived from other adverbs. Texts: why I love Greece.

Teaching and assessment:

Training course takes the form of seminars. The course ends with an exam. Priority in training is practical and independent work of students. Assessed are the knowledge, skills and competence during seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

EDUCATIONAL PRACTICE PART I

ECTS credits: 3

Hours per week: 01+2s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

Students get acquainted with the modern theories, practical approaches and tools to manage the hotel business. During the training they receive information about the development of theoretical thought for hospitality and mechanisms for adequate management of human resources working in this sector. The course discusses and analyzes the organization of hotel services, hotel reservations, hotel reception, technology maid service, the relationship between the executive staff and guests, the effectiveness of business communication in the hotel sector "Food & Beverage" at the hotel and others. The aim of the course is to equip students with knowledge and skills in teaching and to develop a clear vision and conviction that effective organization and management of the hotel business depends on udovletovrenostta and generating value of the four target groups - managers, employees, customers and investors, to achieve competitiveness and prosperity.

Course content:

Organization of hotel services - organizational structure of the hotel; main departments in the hotel; hotel units; functions of the front office. Bookings at the hotel - a role and types of reservation systems; reservation technology; Reservation of individual and organized tourists; confirmation and cancellation; reservation by phone; Booking online. The role of online distributors as an innovative approach to reservations - developments in traditional travel agencies; trends in online distributors and intermediaries in tourism (the example of Booking.com, Lastminute.com, Trivago ...). Current trends in human resource management in tourism - theoretical foundations of human resource management; modern requirements when recruiting staff in tourism; synchronization theory (knowledge and university curricula) practice (needs and requirements of the tourism business). The hotel reception - reception, registration, accommodation and dispatch. Technology maid service - composition of maid service block; purpose furniture and layout of the hotel room. Behavior of staff in the workplace - relationships "Service staff - Visitor"; main factors determining the choice of guests; dealing with complaints. Effectiveness of business communication in tourism - modern concept "Customer Care"; professional competence of employees; feedback from clients; awareness and information provision to customers. Sector "Food & Beverage" in the hotel - organizational structure of the sector "Food & Beverage" The criteria for determining the types of establishments in the sector "Food & Beverage" structure of the restaurant in the hotel. Workflow in the kitchen of the restaurant and workflows in the trading room. Table manners. Etiquette of eating and etiquette of serving

Teaching and assessment:

Training course takes the form of seminars. The course ends with an exam. Priority in training is practical and independent work of students. Assessed are the knowledge, skills and competence during seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

TOURIST RESOURCES

ECTS credits: 6

Hours per week: 41+0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation: The course aims to meet the great need for knowledge of recreation and tourism resources. Is aimed at training students to work actively in this area. They will obtain the necessary information on natural and anthropogenic tourist resources, evaluation methods and approaches for the rational and efficient use and conservation. Students get acquainted with the place and role of natural and recreational resources in the territorial system of recreation and tourism, the main types of natural resources and their classification, the basic principles and approaches, as well as methodological foundations of studying the natural and recreational resources and conditions in Bulgaria. the nature, characteristics and classification of anthropogenic tourist resources are addressed, their role in modern geographical distribution of tourism, the main types of tourism related to anthropogenic tourist resources as well as those of Bulgaria.

Course content:

Classification of tourism resources. Natural tourism resources. Characteristics of natural tourism resources, tourist resources of the relief, climate, water, vegetation and fauna; Tourist resources of protected areas globally and in Bulgaria. Types of protected areas. Limiting factors for the recreational utilization of protected areas; Anthropogenic tourist resources. Characteristics of anthropogenic tourist resources; Historical and Archaeological Resources; Ethnographic and religious resources. Recreational facilities. Business, cultural and sporting resources. Protection of tourism resources. Tourist regions and areas.

Teaching and assessment:

The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be both individual and in work groups. The knowledge, skills and expertise in developing both practical exercises and the homework, computer tests and course assignments are assessed. Ongoing assessment is performed. The aim of the ongoing assessment is to establish responsibility in respect of the prior training in systematic learning, formation of applied thinking skills, work with information products and ability to work as a team.

MANAGEMENT OF HUMAN RECOURCES

ECTS credits: 5

Hours per week: 21+0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism
Faculty of Economics

Annotation:

Students get acquainted with the modern theories, practical approaches and tools for managing human resources. During the training they receive information about the development of theoretical thought of human capital and mechanisms for adequate human resources management, management of human resources value. The course discusses and analyzes the methodology and technology for the implementation of various systems, programs and tools. The focus of the four basic management practices aimed at staff turnover, performance, work and communication within the organization. Special emphasis is placed on issues related to motivation and mobility of human resources, recruitment and retention of talent. Students learn about the role of the management team in developing and implementing systems for managing human resources and the nature of the department "Human Resources" in the organization. The course is consistent with the current workload and allows you to learn management practices associated with this exceptional resource of each system. The aim of the course is to equip students with knowledge and skills in teaching and to develop a clear vision and belief that human resources management is a modern concept that offers a wide range of tools to achieve company goals, generating value of the four target groups - managers, employees, customers and investors to achieve competitiveness and prosperity of any organization in today's world.

Course content:

The theory of human capital and the change in the conceptual apparatus. Essential differences between "human resources" and "staff"; between "organization", "company" and "company". Recognition of the travel organization and best practices for managing human resources in tourism and maintaining the exceptional quality of its products and services. Structural and substantive characteristics of the organization. Organizational behavior - competence, motivation and satisfaction with work. Contemporary Practice "Talent Management". Specifics of teamwork. Comparison of the terms "group" and "team". Group work and teamwork. Organizing, conducting, objectives and benefits of teambuilding. Best practices for team building. HRM value. Terms of generating value in the tourism organization. The need for and role of specialist HR organization. Key features of the employed in tourism. Directions of movement of persons in the tourism organization. Prerequisites for staff turnover. Recruitment and finding talented employees. Building on competence and talent. Training and staff development in tourism. Good practice for training and development of newly hired employees in the organization. Identifying talented employees. Categories of employees according to the matrix "Competence - Performance" (Laura Stack, 2010). Retention of talented employees. Development of the theory of performance. Methodologies for performance evaluation. Basic steps for performance management (D. Ulrich, W. Brockbank). Standards work - nature and types. The need to use performance standards. Importance of feedback on implementation. Basic means of obtaining feedback from employees within the organization. Creating an efficient structure of labor. Models for structuring the labor market. Factors influencing the choice of model for structuring the labor market. Creating effective working positions. Terms of attractive office. Techniques for collect information about dealing with the work of the relevant position within the organization. Techniques for redesigning work. Details of the job description. Approaches to stress management. Forms and stages of manifestation of stress. The most common causes of stress in the workplace. Nature and effectiveness of the communication process. Communication models and Shannon Weaver and D. Behrla. Principles of business communication - The 7 C's. Organizational hierarchy and communication flows in it. Informal communication channels within the organization. Communication strategy - nature, specificity and relationship with the business strategy of the organization. Written and oral forms of communication in human resource management. Nature and specifics of the interview. Types of interviews. Interview with job candidates. Interview evaluation of the employee.

Teaching and assessment:

Training course takes the form of lectures. The course ends with an exam. Priority in training is practical and independent work of students. Assessed are the knowledge, skills and competence in the implementation of the current control, of serious importance are the results achieved by the set assignments and tests.

CAREER DEVELOPMENT IN TOURISM

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

Hours per week: 21+0s

Exam type: written

The course is designed for students from "tourism" as a specialized information about specific careers in the tourism industry at national and international aspect. The aim for the students is : (i) to acquire knowledge about the place and role of training and staff development in tourism ; (ii) to know the factors affecting the training and development of staff in tourism ; (iii) be aware of the learning process and the development of staff in the tourism industry ; (iv) be able to describe and apply various methods of training and staff development ; (v) to know and implement the various systems of training and staff development ; (vi) to be able to identify what constitutes " professional orientation" within the tourism companies , as well as " professional orientation for newly appointed leaders " or called . " Onboarding concept " ; (vii) can explain the metrics to evaluate the training and development of staff in tourism businesses ; (viii) be able to define " organizational development " (OP) and be able to describe and apply various techniques for organizational development.

Course content:

Strategic training and development of human resources in tourism. Factors affecting learning and development in tourism companies. Process development and training in tourism enterprises. Identification of the specific training needs and development. Identification of the specific objectives of the training and development of tourism companies. Methods of training and development in tourism companies. Implementing systems for training and development. Development of managerial personnel. Mentoring and Coaching. Reverse mentoring. Orientation of new employees in the tourism business, their position and team. Implementation of training and development in tourism companies. Indicators for evaluation of training and development. International standards for assessing the quality of training ISO 9000. Organizational development: a strategic tool for managing human resources.

Teaching and assessment:

The course ends with an exam. The course gives priority to practical and self study, which is intended to be individual and workgroups. Assess the knowledge, skills and competence in the development of both practical exercises and homework, computer tests and coursework. Apply continuous control. The purpose of the monitoring is to establish liability in respect of the prior training in the use of systematic knowledge, formation of applied thinking skills in information products and ability to work in a team.

ENGLISH LANGUAGE, FIRST FOREIGN LANGUAGE, PART II

ECTS credits: 6

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

Includes development of the types of communication skills - speaking, reading, listening and writing, the goal is to deepen students' knowledge of the characteristics of the use of language to enrich their vocabulary, their knowledge regarding the lexical richness of the English language to understand the main differences between British and American standard. At the same time to develop their knowledge of grammar, all the skills to be developed in capacity for self-compilation of related texts. It is the constant participation of students in seminars and self-study, to be subject to monitoring.

Course content

The structure of the essay – topic, organization and clarity; presentation – simple and complex sentences, lexical relevancy, style, spelling and punctuation. Model essays Essay types – argumentative, narrative, descriptive, philosophical. Model essays – comments and language mistakes. Essay writing – write essays on the topics given; essays to read, make comments and evaluate. Exercises on grammar – cloze test, error identification, paraphrase. Dictation. Exercises on grammar – idioms and phrasal verbs. Dictation. Reading and Listening comprehension – exercises. Oral discussion. BE and EB translation – models and written assignments. BE and EB translation – written assignments. Prefinal test – get ready for the final examination!

Teaching and assessment:

The training of students includes their active participation in seminars, as well as continuous training, ongoing presentations, writing projects, monitoring and control. The control is realized in a special form as a set of individual tasks and requirements for participation in the learning process, two assessments during the semester to study the material, which represent 30% of the total score of the final exam.

GERMAN LANGUAGE, FIRST FOREIGN LANGUAGE, PART II

ECTS credits: 6

Form of assessment: progress assessment and exam

Hours per week: 0l+4s

Exam type: written

Hours per week: 0l+4s

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course aims at enhancing the already acquired knowledge to students in the areas of vocabulary and grammar of the modern German language through the development of both receptive and productive skills of language use at a high level language . Seminars prepare students for open communication in public life and in everyday life. The main objective is to increase language proficiency and skills to a level Fortgeschrittene. These main objectives are subject to the following tasks set during the training : an effective and integrative development of linguistic skills to work independently to enrich lexical stock of words, development of dialogues in different situations and retelling of text to present themes . According to these main objectives the students are trained as different types of speech activity /listening, reading , speaking, writing/ and the different aspects of language /vocabulary, grammar, phonetics/.

Teaching and assessment:

Besprechung der Ergebnisse der schriftlichen und mündlichen Prüfung. Lückentexte. Schriftlicher Ausdruck zum Thema Krieg. Rektion der Verben, der Adjektive, der Substantive. Sodergebrauch. Inhaltsangabe. Trennbare Verben. Sondergebrauch. Trennbare und untrennbare Verben. Verben, die trennbar und untrennbar gebraucht werden können. Höreverstehen. Höreverstehen. Diskussion zum Thema – Liebe, Freundschaft und Verrat. Sondergebrauch von Präfixen anhand von Beispielen mit Verben gleichen Verbstamms. Diskussion zum Thema – Jugend. Vor- und Nachteile. Gefahren. Weiterführende Übungen. Höreverstehen Schriftliche Arbeit – Beschreibung eines Diagramms. Präfigierung, Suffigierung. Mehrdeutigkeit. Lexikalische Übungen. Lückentext. Diskussion. Weiterführende Übungen mit Zusammengesetzten Substantiven. Übersetzung eines wirtschaftlichen Textes. Besonderheiten bei der adäquaten Übersetzung. Probleme bei der Nichtübersetzbarkeit. Diskussion zum Thema Wirtschaft, Verkehr. Schriftliche Übungen. Mündlicher Ausdruck. Diktat. Nacherzählung. Lückentext. Weiterführende Übungen zum Thema Tourismus. Besprechung des Tests. Vorbereitung zur Prüfung. Nacherzählung. Diktat.

Teaching and assessment:

The course combines traditional and newer approaches to foreign language teaching . During the seminars the focus is on exercises for the development of dialogical and monologue speech. Habits and writing skills are built through dictations, telling and retelling in writing. Large place is occupied by listening and analytical (explanatory) reading exercises. Pronunciation habits are developed through listening to the original recordings and special exercises with typical phonetic difficulties. The evaluation of students' knowledge is based on several components. The final assessment is completed by : examination during the session , ongoing control, activity of students during seminars, self-fulfilling particular tasks on topics specified by the teacher and selected based on the content of the course.

FRENCH LANGUAGE, FIRST FOREIGN LANGUAGE, PART II

ECTS credits: 6

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course provides for the acquisition of basic theoretical knowledge of the language and the development of basic language skills - listening, speaking, reading and writing appropriate to the level A1 of the Common European Framework. The course is highly practical, expressed in oral and written mastery of a foreign language as a means of communication. We use modern educational systems for studying French for special purposes, and multimedia materials. The content covers thematic, lexical, grammatical and socio- cultural components. The topics are up-to-date in accordance with the interests of the students and provide a chance for conversation and discussion. They contribute to the acquisition of basic vocabulary and grammar and the development of communication skills.

Course content:

En ville. Déplacements *dans la ville*. Bâtiments et lieux publics. Au bureau de change. Devises. A la banque. Opérations bancaires. Moyens de paiement. Au bureau. Mobilier. Équipements. Fournitures de bureau. Vie politique et institutions. Administration d'État. Découpage administratif. Administration territoriale. *Justice et système judiciaire*. *Technologies d'Information et de Communication*. *Secteurs d'activités économiques et*

Hours per week: 0l+4s

Exam type: written

marchés. Diversité des entreprises. Organisation interne d'une entreprise. Emplois et responsabilités. L'Union européenne et l'euro. Communication par telephone. Correspondance personnelle.

Teaching and assessment:

The course combines traditional and newer approaches to foreign language teaching. During the seminars the focus is on exercises for the development of dialogical and monologue speech. Habits and writing skills are built through dictations, telling and retelling in writing. Large place is occupied by listening and analytical (explanatory) reading exercises. Pronunciation habits are developed through listening to the original recordings and special exercises with typical phonetic difficulties. The evaluation of students' knowledge is based on several components. The final assessment is completed by: examination during the session, ongoing control, activity of students during seminars, self-fulfilling particular tasks on topics specified by the teacher and selected based on the content of the course.

RUSSIAN LANGUAGE, FIRST FOREIGN LANGUAGE, PART II

ECTS credits: 6

Hours per week: 0l+4s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

Russian is taught as the first foreign language to the students of Tourism. The course is a natural continuation of the first part and is aimed at building foreign language skills at a professional level in the preparation of qualified personnel for servicing the tourism industry. The emphasis in teaching is on developing all components of communicative competence: linguistic competence in structural /knowledge of phonetic features, vocabulary and grammar of the Russian language / and functional / use of the Russian language in accordance with the communication needs of students / term; sociocultural competence / expertise for guidance in the socio-cultural context /; strategic competence / learning strategies to solve communication problems resulting from lack of knowledge or skills /. Instruction is on situational basis by mimicking real communication. The form of training is a practical lesson with a classical structure: introduction of basic knowledge on the functioning of the language system by working with text, language and speech exercises on vocabulary and grammar to consolidate knowledge; typical structures for developing speech habits and skills. Exercises for self employment are provided to subjects with increased difficulty.

Course content:

Специальный репортаж. Наша жизнь – экзамен. Прогноз профессиональной погоды. Управление слов: ориентироваться /ориентация/ на кого, на что; относиться /как-либо/ к кому, к чему; отличаться чем; судить о чем по чему; добиться чего; руководствоваться чем; интересоваться чем, интерес к кому, к чему; быть заинтересованным в ком, в чем; надеяться на кого, на что; обеспечить кому что и кого чем; владеть кем, чем; обладать чем; рассчитывать на кого, на что; признаться кому в чем; приобрести кого, что. Время, часы, календарь. Легко ли быть молодым. Русская зима – время праздников. Национальные праздники России. Конструкции, выражающие время. Употребление глаголов *успевать/ успеть, уметь/ суметь, мочь/ смочь, удаваться/ удался*. Средства связи. Корреспонденция. Любовь до востребования. Жизнь не письмо, в ней постскриптума не бывает. Употребление глаголов движения и направления. Спорт – виды. Спортивные места. Размышления вне стадиона. Жизнь на колесах. Глаголы *играть, бежать – бегать, плыть – плавать, лететь – летать*. Употребление предлогов. Моя страничка в Интернете. О себе. Гостевая. Мои друзья. Новости. Почта. Вундеркинды. Сложное предложение. Употребление слова *который*. Объявления. Как заинтересовать читателей. Сообщения в газетах. На берегу моря и в горах. Виды деятельности. Экскурсии. Функции предложного падежа – повторение. Цена мечты. Звездный городок. Российские космические корабли. Японский миллионер в России. Прямая/ косвенная речь. Дательный падеж – повторение. Профессии, занятия, увлечения. Глаголы *заниматься, интересоваться, увлекаться, стать*. Творительный падеж – повторение. Города, где я бывал. Достопримечательности. Поговорим о Москве. Площади, улицы, проспекты, бульвары и парки. Московское метро. Экскурсии, которые предлагают туристические фирмы. Досуг в Москве. Родительный падеж – повторение. Обобщенно-личное предложение. Он и она. Чем мужчина отличается от женщины? Имидж мужчины. Советы деловому человеку. Женщина и респектабельный вид. Манера одеваться. Склонение прилагательных – повторение. Земля и люди. Явления природы и защита окружающей среды. Управление природными процессами. Нарушение хода естественных процессов. Проблема выживания человечества. Модальные слова. Ориентация в городе. Карта-схема города. Транспорт. Бытовые условия проживания. Службы сервиса. Магазины /продуктовые, промтоварные/. Общественное питание. Политика /внутренняя, внешняя/. Вместе со всем человечеством. Типы

государств. Виды власти. Российская Федерация. Сложноподчиненные предложения. Экономика. Экономические связи /отношения/. Рыночные отношения. Велика Россия, а в Голландии больше. Выражение причинно-следственных связей. Современные тенденции социокультурного пространства России. Культура взаимоотношений с властью. Отсутствие объединяющей идеи. Следование западным образцам. Изоляционизм. Самостоятельная коммерческая деятельность. Изменение культурной среды обитания: выход на первый план массовой культуры. Русский язык как динамическая система.

Teaching and assessment:

The course combines traditional and newer approaches to foreign language teaching. During the seminars the focus is on exercises for the development of dialogical and monologue speech. Habits and writing skills are built through dictations, telling and retelling in writing. Large place is occupied by listening and analytical (explanatory) reading exercises. Pronunciation habits are developed through listening to the original recordings and special exercises with typical phonetic difficulties. The evaluation of students' knowledge is based on several components. The final assessment is completed by: examination during the session, ongoing control, activity of students during seminars, self-fulfilling particular tasks on topics specified by the teacher and selected based on the content of the course.

ENGLISH LANGUAGE, SECOND FOREIGN LANGUAGE, PART II

ECTS credits: 5

Hours per week: 0l+4s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The purpose of intensive English language training is to achieve the necessary level of practical fluency to implement educational and professional activities. The focus is on creating and developing their language skills - reading, listening, writing and speaking. Expected results include: minimizing the interference between Bulgarian and English, and between English and the first foreign language of the students, creating communication skills. Creation of knowledge and skills to translate from English to Bulgarian and back, improving the overall level of English proficiency.

Course content:

Modal Verbs – have to/ should. “Make” or “do”? Invitations. Traveling, life and people in the 21 century. Discussions – how “green” are you? First conditional. Time clauses. Roleplay – how to solve the traffic problems in your town. The way we were. Question tags. Male and female words. Used to. Question forms. Part II. Discussion – the role of man and women in your country. Newspaper articles. Writing a review of a book or film. Verbs and nouns that go together. Passive voice. Words and prepositions that go together. Adventure. Adverbs. Saying the time. Verb pattern (Part II). –ed and –ing adjectives. Infinitives after adjectives. Infinitives of purpose. Dreams and reality. Phrasal words. Social expressions. Second conditional. Might. Group work – analyzing our dreams. Giving news. A telephone conversation. Word families and stress. Present perfect simple. Present perfect continuous. Writing letters. All you need is love. Discussion – parables and fable. A love poem. Past perfect tense. Reported statement and reported questions. Writing a story. Guessing the meaning of unknown words.

Teaching and assessment:

Practical exercises include the following components: introduction of new information, summary and revision, presentation and analysis of self-performed tasks consolidation through a variety of activities – RPGs, work on authentic texts in the computer lab. Students take two tests during the semester. The course ends with a written and oral examination. Total score is the average of the results from both parts of the exam - written and oral. It can also be a fractional number. To this is added the current assessment, the amount shall be averaged and as a result gives the final exam score, which is rounded to integer.

GERMAN LANGUAGE, SECOND FOREIGN LANGUAGE, PART II

ECTS credits: 5

Hours per week: 0l+4s

Assessment of students' knowledge: ongoing assessment and exam

Type of exam: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The discipline continues the practical course in German from the first semester. The course follows two school systems: "Wirtschaftsdeutsch" and "THEMEN NEU 2" It focuses on the use of basic communication skills to understand a little higher than the elementary level and to make a long and meaningful language string /oral and written/ in accordance with the rules of the German language. The goal is at the end of the course for students to have an active set of words and phrases that underpin the lexical " skeleton " of the language course at this level, they should be able to read, listen and understand texts in German, most of which in dialogue form, to express themselves in that language, so that they can be understood by its other media, to set up simple written texts with different purposes.

Course content:

Aussehen und Persönlichkeit, Personen beschreiben; Kleidung, Toleranz und Vorurteil. Schule, Ausbildung, Beruf, Wunschberufe; Zufriedenheit mit dem Beruf; Schulsystem; Berufswahl; Berufschancen; Stellensuche. Unterhaltung und Fernsehen, Fernsehprogramm; Ratgebensendung am Radio; Lieder; Straßenkünstler. Industrie, Arbeit, Wirtschaft, Ärger mit dem Auto; Autoproduktion; Berufe rund ums Auto; Schichtarbeit. Familie und persönliche Beziehungen, Was mag man bei anderen?; Eheprobleme; Eltern und Kinder; Erziehung früher und heute. Natur und Umwelt, Landschaftstypen; Wetter; Geographie Deutschlands; Umweltschutz: Der Müllberg. Deutsche im Ausland und Ausländer in Deutschland, Urlaubsvorbereitung; Reiseerlebnisse; Spiel: Reise in der Wüste; So sehen uns Ausländer; Auswanderer. Nachrichten und Politik Nachrichten. Alte Menschen Wohin mit den Großeltern?; Altenheime; Überalterung; Was machen Rentner?; "Eiserne Hochzeit"; Leihgroßmütter. Lektion 10 - Bücher lesen, Reime-Baukasten; Lyrik; Buchbeschreibungen; Vorbereitung zum. Abschlusstest

Teaching and assessment:

The course combines traditional and newer approaches to foreign language teaching. During the seminars the focus is on exercises for the development of dialogical and monologue speech. Habits and writing skills are built through dictations, telling and retelling in writing. Large place is occupied by listening and analytical (explanatory) reading exercises. Pronunciation habits are developed through listening to the original recordings and special exercises with typical phonetic difficulties. The evaluation of students' knowledge is based on several components. The final assessment is completed by: examination during the session , ongoing control, activity of students during seminars, self-fulfilling particular tasks on topics specified by the teacher and selected based on the content of the course.

FRENCH LANGUAGE, SECOND FOREIGN LANGUAGE, PART II

ECTS credits: 5

Hours per week: 0l+4s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course provides for the development of basic language skills - listening, speaking, reading and writing, corresponding to level A2 of the Common European Framework. The course has a very practical orientation underlined, which is expressed in the oral and written mastery of a foreign language as a means of communication. Work to achieve a level of proficiency in the foreign language, to ensure effective communication in French with representatives of other cultural communities. Authentic texts, videos and multimedia products for foreign language training help the development of skills for oral and written communication in a real everyday situations. Through original teaching materials students' knowledge of grammar are deepened and the techniques of " reading comprehension " are improved.

Course content:

Climat et paysages. Nature. Pollution et protection de la nature. Sciences et technologies. *Argent, banque, épargne*. Vie sociale. Délinquance et justice. Enseignement. Politique et administration. Religion. Culture et événements. Urbanisation et infrastructures. Économie. Entreprises et vie professionnelle. Finances. Commerce.

Teaching and assessment:

The course combines traditional and newer approaches to foreign language teaching. During the seminars the focus is on exercises for the development of dialogical and monologue speech. Habits and writing skills are built through dictations, telling and retelling in writing. Large place is occupied by listening and analytical (explanatory) reading exercises. Pronunciation habits are developed through listening to the original recordings and special exercises with typical phonetic difficulties. The evaluation of students' knowledge is based on several components. The final assessment is completed by: examination during the session , ongoing control, activity of students during seminars, self-fulfilling particular tasks on topics specified by the teacher and selected based on the content of the course.

RUSSIAN LANGUAGE, SECOND FOREIGN LANGUAGE, PART II

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The emphasis in the training of students in Russian language is on the formation of all the components of communicative competence: linguistic competence in structural / knowledge of phonetic features, vocabulary and grammar of the Russian language / and functional / use of the Russian language in accordance with the communication needs of students / aspect, socio-cultural competence / expertise for guidance in the socio-cultural context /; strategic competence / learning strategies to solve communication problems resulting from lack of knowledge or skills /. Are presented together phonetics, intonation, lexical and grammatical aspects of the language. New information is supplied complete / combined to vocabulary and grammar, syntax and morphology / concentric / is addressed meaningful part of the studied units / contrastive and / correlates with the system of the Bulgarian language and to correlate with actual communication situations/. Creating healthy and flexible associations between linguistic means and content of speech, so that the student to freely express their thoughts and understand foreign speech in Russian. To build active and passive vocabulary of students, allowing them to recognize and reproduce unfamiliar lexical units based on knowledge slovoobrazovatelni models, international vocabulary and context. Along with mastering the individual words are absorbed and linguistic means of expression of certain communicative intentions. Lexical material is fed to the thematic and systematic basis, as topics are selected so as to promote not only the language but also for cross-cultural and professional training of the students.

Course content:

Грамматика. Дательный падеж адресата существительных и личных местоимений. Дательный падеж для обозначения возраста. Союз *не только..., но и*. Лексика. Почта. Дательный падеж прилагательных и притяжательных местоимений. Придаточное предложение со словом *который* в дательном падеже. Дательный падеж с предлогом *к*. Глаголы движения с приставкой *под-*. Безличное предложение со словами *надо, можно, нельзя, нужно, необходимо*. Лексика. Газеты и журналы. Творительный падеж совместности существительных и личных местоимений. Лексика. Из детства М. Горького. Творительный падеж в составном сказуемом после глаголов *быть, стать, становиться, являться*. Творительный падеж прилагательных и притяжательных местоимений. Сложное предложение со словом *который* в творительном падеже. Лексика. Семья. Прилагательные с мягкой основой. Степени сравнения прилагательных. Родительный падеж существительных при сравнении. Лексика. 12 месяцев. Глаголы движения с приставками. Выражение обстоятельства места. Лексика: Подвиг. Местоимения *весь, себя*. Отрицательные местоимения *никто, ничто* и наречия *нигде, никуда, никогда*. Безличные предложения. Склонения количественных числительных. Лексика. Последняя симфония. Грамматика. Страдательные конструкции. Лексика: Стекланный букет. Планеты солнечной системы. Императив. Косвенная речь. Лексика: Сказка. *Кремлевские куранты*. Грамматика: Выражение обстоятельства времени. Лексика: В одной из квартир. Первые полеты в Космос. Уступительное придаточное предложение с союзом *хотя*. Условное наклонение. Употребление местоимения *то* в сложном предложении. Лексика: Пепе. Почему нас забыли? Деепричастие. Лексика: Свадьба. Действительные причастия настоящего и прошедшего времени. Лексика: О русской живописи. Страдательные причастия настоящего и прошедшего времени. Лексика. Случай в поезде. Счастливчик. Падежная система русского языка. Обобщение. Развитие человека /рождение, рост, возраст, биография/. Тело человека /внешность, сложение, части тела, двигательная система, внутренние системы организма/. Имя прилагательное. Обобщение. Лексика. Психические свойства личности. Характер и темперамент человека. Поведение. Такт и бестактность. Местоимения. Повторение. Лексика. Одежда, обувь. Одевание – глаголы. Дополнительные принадлежности к одежде – магия аксессуаров. Виды тканей. По одежке встречают – по уму провожают. Взгляд на моду. Искусство торговли.

Teaching and assessment:

The course combines traditional and newer approaches to foreign language teaching. During the seminars the focus is on exercises for the development of dialogical and monologue speech. Habits and writing skills are built through dictations, telling and retelling in writing. Large place is occupied by listening and analytical (explanatory) reading exercises. Pronunciation habits are developed through listening to the original recordings and special exercises with typical phonetic difficulties. The evaluation of students' knowledge is based on several components. The final assessment is completed by: examination during the session, ongoing control, activity of

students during seminars, self-fulfilling particular tasks on topics specified by the teacher and selected based on the content of the course.

ITALIAN LANGUAGE, SECOND FOREIGN LANGUAGE, PART II

ECTS credits: 5

Hours per week: 0l+4s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The discipline continues the practical course in Italian language from the first semester. The course follows the system "Progetto". It focuses on the use of basic communication skills to understand a little higher than the elementary level and to make a long and meaningful language / oral and written / in accordance with the rules of the Italian language. The goal is at the end of the course students should have an active set of words and phrases that underpin lexical "skeleton" of the language course at this level, they should be able to read, listen and understand texts in Italian, most of are in dialogue form, to express themselves in this language so as to be understood by his other media , to set up simple written texts with different purposes.

Course content:

Noun - gender and number; Types adjectives - in consultation with the noun; Types of adjectives - in consultation with the noun; Present tense of regular and irregular verbs in the indicative Concept of modal verbs; Concept of modal verbs, Prepositions, Past tense - formation and use; Correct and incorrect past participle, Present tense, past tense - exercises, future simple tense - forms and stylistic use

Teaching and assessment:

The course combines traditional and newer approaches to foreign language teaching . During the seminars the focus is on exercises for the development of dialogical and monologue speech. Habits and writing skills are built through dictations, telling and retelling in writing. Large place is occupied by listening and analytical (explanatory) reading exercises. Pronunciation habits are developed through listening to the original recordings and special exercises with typical phonetic difficulties. The evaluation of students' knowledge is based on several components. The final assessment is completed by: examination during the session , ongoing control, activity of students during seminars, self-fulfilling particular tasks on topics specified by the teacher and selected based on the content of the course.

SPANISH LANGUAGE, SECOND FOREIGN LANGUAGE, PART II

ECTS credits: 5

Hours per week: 0l+4s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course in Spanish enables students in "Tourism" to acquire basic knowledge of the language within the two-year course of study, developing simultaneously written and spoken - communication skills and habits of receptive and reproductive level, as well as opportunities for independent work on unfamiliar authentic texts. Grammatical material is arranged according to the principle of internal logic and mutual relation between language phenomena. Lexical volume is organized thematically. Training is conducted following the system Español. The toolkit enables students to master the language to a level that allows them to handle household and general socio-economic issues. Acquired language skills meet the first part of level A1 according to the European standard for evaluation.

Course content:

Preparar una excursiòn. Expresar intenciones, alternativas. Marcadores de tiempo: Ir a + infinitivo Lugares y monumentos de interès: Andalucía Què has hecho? Hablar de hechos pasa-dos; dar excusas; Preterito perfecto; peterito indefinido Pintura esp. e hispanoamericana. Cuèntale què pasó. Describir estados de ani-mos y objetos; Preposiciones: en, a, desde, hasta, entre; pron. negativos nadie/nada Música hispanoamericana. Viajar en aviòn. Hacer proyectos y predecir; hablar por telefono. Comparacion. Futuro imperfecto El tiempo en Hispanoamèrica. Antes y ahora. Describir en pasado; expresar la frecuencia; El v. "quedar". Preterito imperfecto Una visita a ciudad de Mèxico. Instrucciones. Expesar obligacion, posi-bilidad, negacion, indife-rencia Pron.pers CI. Las condiciones. Hay qye + infinitivo. La lengua espanola en el mundo. Acontecimientos del pasado. Expresar

acciones interrumpidas por otra Pr.indefinido; Estructuras comparativas. Acontecimientos históricos en España desde 1975.

Teaching and assessment:

The course combines traditional and newer approaches to foreign language teaching. During the seminars the focus is on exercises for the development of dialogical and monologue speech. Habits and writing skills are built through dictations, telling and retelling in writing. Large place is occupied by listening and analytical (explanatory) reading exercises. Pronunciation habits are developed through listening to the original recordings and special exercises with typical phonetic difficulties. The evaluation of students' knowledge is based on several components. The final assessment is completed by: examination during the session, ongoing control, activity of students during seminars, self-fulfilling particular tasks on topics specified by the teacher and selected based on the content of the course .

GREEK LANGUAGE, SECOND FOREIGN LANGUAGE, PART II

ECTS credits: 5

Hours per week: 0l+4s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The aim of the course is to upgrade the foreign language competence of students in their work in specific communicative situations. Expand the knowledge with the introduction of more complex grammatical structures specific to Greek. Insight into vocabulary and continue building your skills in listening, speaking, reading and writing. The level of language which should be reached ensure the correct use of language structures and vocabulary necessary to actively communicate with Greek natives.

Course content:

Subjunctive of the verb; Past tense, direct and indirect object, Interrogative pronouns, comparative and superlative adjectives in; Imperative of the verb, genitive, personal pronouns - direct and indirect object, verbs, active voice and passive voice; Verb Tenses.

Teaching and assessment:

The course combines traditional and newer approaches to foreign language teaching. During the seminars the focus is on exercises for the development of dialogical and monologue speech. Habits and writing skills are built through dictations, telling and retelling in writing. Large place is occupied by listening and analytical (explanatory) reading exercises. Pronunciation habits are developed through listening to the original recordings and special exercises with typical phonetic difficulties. The evaluation of students' knowledge is based on several components. The final assessment is completed by: examination during the session, ongoing control, activity of students during seminars, self-fulfilling particular tasks on topics specified by the teacher and selected based on the content of the course.

SPANISH – 3RD FOREIGN LANGUAGE, PART I

ECTS credits: 3

Hours per week: 0l+2s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course in Spanish enables students in "Tourism" to acquire basic knowledge of the language within the two-year course of study, developing simultaneously written and spoken - communication skills and habits of receptive and reproductive level, as well as opportunities for independent work on unfamiliar authentic texts. Grammatical material is arranged according to the principle of internal logic and mutual relation between language phenomena. Lexical volume is organized thematically. Training is conducted following the system Español. The toolkit enables students to master the language to a level that allows them to handle household and general socio-economic issues. Acquired language skills meet the first part of level A1 according to the European standard for evaluation.

Course content:

Preparar una excursión. Expresar intenciones, alternativas. Marcadores de tiempo: Ir a + infinitivo. Lugares y monumentos de interés: Andalucía Qué has hecho? Hablar de hechos pasa-dos; dar excusas; Preterito perfecto;

preterito indefinido Pintura esp. e hispanoamericana. Cuéntale qué pasó. Describir estados de ánimos y objetos; Preposiciones: en, a, desde, hasta, entre; pron. negativos nadie/nada Música hispanoamericana. Viajar en avión. Hacer proyectos y predecir; hablar por teléfono. Comparación. Futuro imperfecto El tiempo en Hispanoamérica. Antes y ahora. Describir en pasado; expresar la frecuencia; El v. “quedar”. Preterito imperfecto. Una visita a ciudad de México. Instrucciones. Expresar obligación, posibilidad, negación, indiferencia Pron.pers CI. Las condiciones. Hay que + infinitivo. La lengua española en el mundo. Acontecimientos del pasado. Expresar acciones interrumpidas por otra. Pr.indefinido; Estructuras comparativas. Acontecimientos históricos en España desde 1975.

Teaching and assessment:

The course combines traditional and newer approaches to foreign language teaching. During the seminars the focus is on exercises for the development of dialogical and monologue speech. Habits and writing skills are built through dictations, telling and retelling in writing. Large place is occupied by listening and analytical (explanatory) reading exercises. Pronunciation habits are developed through listening to the original recordings and special exercises with typical phonetic difficulties. The evaluation of students' knowledge is based on several components. The final assessment is completed by: examination during the session, ongoing control, activity of students during seminars, self-fulfilling particular tasks on topics specified by the teacher and selected based on the content of the course.

ITALIAN – 3RD FOREIGN LANGUAGE, PART I

ECTS credits: 3

Hours per week: 01+2s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The discipline continues the practical course in Italian language from the first semester. The course follows the system "Progretto". It focuses on the use of basic communication skills to understand a little higher than the elementary level and to make a long and meaningful language / oral and written / in accordance with the rules of the Italian language. The goal is at the end of the course students should have an active set of words and phrases that underpin lexical "skeleton" of the language course at this level, they should be able to read, listen and understand texts in Italian, most of are in dialogue form, to express themselves in this language so as to be understood by his other media, to set up simple written texts with different purposes.

Course content:

Noun - gender and number; Types adjectives - in consultation with the noun; Types of adjectives - in consultation with the noun; Present tense of regular and irregular verbs in the indicative Concept of modal verbs; Concept of modal verbs, Prepositions, Past tense - formation and use; Correct and incorrect past participle, Present tense, past tense - exercises, future simple tense - forms and stylistic use

Teaching and assessment:

The course combines traditional and newer approaches to foreign language teaching. During the seminars the focus is on exercises for the development of dialogical and monologue speech. Habits and writing skills are built through dictations, telling and retelling in writing. Large place is occupied by listening and analytical (explanatory) reading exercises. Pronunciation habits are developed through listening to the original recordings and special exercises with typical phonetic difficulties. The evaluation of students' knowledge is based on several components. The final assessment is completed by: examination during the session, ongoing control, activity of students during seminars, self-fulfilling particular tasks on topics specified by the teacher and selected based on the content of the course.

GREEK – 3RD FOREIGN LANGUAGE, PART I

ECTS credits: 3

Hours per week: 01+2s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The aim of the course is to upgrade the foreign language competence of students in their work in specific communicative situations. Expand the knowledge with the introduction of more complex grammatical structures

specific to Greek. Insight into vocabulary and continue building your skills in listening, speaking, reading and writing. The level of language which should be reached ensure the correct use of language structures and vocabulary necessary to actively communicate with Greek natives.

Course content:

Subjunctive of the verb; Past tense, direct and indirect object, Interrogative pronouns, comparative and superlative adjectives in; Imperative of the verb, genitive, personal pronouns - direct and indirect object, verbs, active voice and passive voice; Verb Tenses.

Teaching and assessment:

The course combines traditional and newer approaches to foreign language teaching. During the seminars the focus is on exercises for the development of dialogical and monologue speech. Habits and writing skills are built through dictations, telling and retelling in writing. Large place is occupied by listening and analytical (explanatory) reading exercises. Pronunciation habits are developed through listening to the original recordings and special exercises with typical phonetic difficulties. The evaluation of students' knowledge is based on several components. The final assessment is completed by: examination during the session, ongoing control, activity of students during seminars, self-fulfilling particular tasks on topics specified by the teacher and selected based on the content of the course.

CROATIAN – 3RD FOREIGN LANGUAGE, PART I

ECTS credits: 3

Hours per week: 0l+2s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The topics are current in accordance with the interests of the students and provide a chance for conversation and discussion. On the other hand, they contribute to learning basic vocabulary and grammar and the development of communication skills. The training provides: students build a lasting supply of lexical items, grammatical structures and speech automatisms allowing them to produce foreign-language statements on a wide range of topics, building skills for understanding foreign language speech auditory perception, mastering techniques and methods reading trips, building skills to create their own, original works based on the main prototypes text: descriptive, argumentative, narrative, epistolary and others.

Course content:

Naglasci (akcenti) i podjela rječi; Prozodija (akcent i kvantitet) hrvatskoga književnog jezika; Glasovne alternacije; Asimilacija i disimilacija glasova; Suglasnici “j” i “h” u književnom jeziku; Fonetske vrijednosti nekadašnjeg vokala “jat” u književnom jeziku. Riječ i morfema; Vrste riječi; Imenice. Podjela imenica prema gramatičkim kategorijama. Padeži imenica; Pridjevi. Podjela, rod, broj i padež kod pridjeva. Kraći i duži oblici pridjeva. Promena pridjeva; Zamjenice – imeničke i pridjevske;

Teaching and assessment:

The course combines traditional and newer approaches to foreign language teaching. During the seminars the focus is on exercises for the development of dialogical and monologue speech. Habits and writing skills are built through dictations, telling and retelling in writing. Large place is occupied by listening and analytical (explanatory) reading exercises. Pronunciation habits are developed through listening to the original recordings and special exercises with typical phonetic difficulties. The evaluation of students' knowledge is based on several components. The final assessment is completed by: examination during the session, ongoing control, activity of students during seminars, self-fulfilling particular tasks on topics specified by the teacher and selected based on the content of the course.

STATISTICS

ECTS credits: 5

Hours per week: 2l+1s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 2

Methodical division:

Department of Tourism

Faculty of Economics

Annotation:

In seminars a complex example is displayed. It covers different thematic units decomposed into tasks and subtasks. Special attention is paid to how to obtain statistical characteristics using a PC and PPSP and focus on

the interpretation of these features. The course explains the statistical study as an informational process and its responsible role for provision of information for management.

Course content:

Statistics - scientific knowledge and practice; Statistical study; basic terminology and symbolism of the statistical approach, statistical monitoring, statistical group and statistical tables and statistical series, statistical graphics, statistical analysis, statistical values, averages, statistical dispersion, Empirical statistical distributions; theoretical distributions, statistical inference, representative /sample/ study, Statistical study of addictions, Statistical study of development indexes.

Technology for training and assessment:

Lectures are held in the established traditional way, students become familiar with the material taught sequentially. Each lecture begins with a short introduction, providing the necessary transience and commitment to the taught material already. In the process of familiarizing students with the new theme conversation is done in order to achieve continuity between lectures and they themselves, to reach conclusions that would bring in new material. The lectures are richly illustrated both schematically and with tables, with the necessary training examples. The course ends with final exam. Priority in training is put upon the practical and independent work of students. In the implementation of the ongoing control are assessed the knowledge, skills and competence during the seminars, and of high importance are the results, achieved by the set assignments and tests.

ECONOMETRICS

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The material is selected in accordance with the prescribed workload and specifics of the program and within a reasonable compromise between the theoretical and empirical material is given priority to the relationship between economic theory and real opportunities for econometric analysis of the behavior of businesses, consumers and macroeconomic developments in the economy. The course "Econometrics" is a key discipline in the training of specialists with higher education in economics. It allows for empirical evaluation of the theoretical knowledge and their actual use of micro and macro level, while based on a minimum of basic knowledge in mathematics and statistics.

Contents of the course:

What is Econometrics? Economic information, the process of generating information, local process of generating information. Mathematical models: typology and structure. Construction phases of the model. Linear econometric models with one explanatory variable. Econometric models with an equation explaining the several variables. Econometric models with multiple equations. Testing statistical hypotheses-averages. Methods for analysis of time series. Risk theory and quantitative methods of risk assessment. Analysis of economic cycles - Quintile Regression. Queuing systems. Processes "doom and generation". Game Theory. Games with complete information. Introduction to Matlab, Working with Simulink

Teaching and assessment

Teaching is in the form of lectures and seminars. At the beginning of each lecture a short introduction is provided to ease the transition from one topic to another. New topics are discussed with students to achieve continuity of training and help students draw their own conclusions.

TOURISM DESTINATION MANAGEMENT

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course "Tourism destination management" is aimed at clarifying the specifics of the tourism industry, character formation and movement of the tourist flows, global and geographical orientation. It aims primarily to acquaint students with the formation and development of tourism industry, and the actual place occupied by countries - leaders in the international tourism market. It is a fact that early in the new millennium journey has

entered deeply into everyday life and affects both directly and indirectly the behavior of people making the course very popular. Knowing the spatial orientation of the movement of tourists, the role of parties, developing tourism and processes of the international tourism market is important for the accumulation of knowledge and the formation of professional skills essential for future development of students in tourism. The course is structured in a manner to allow the student mastering the knowledge required to work in tourism enterprises and above all to participate in critical planning and management of tourist destinations.

Course content:

Specificity of the tourism industry. Defining the tourism industry. Volume and movement of tourists flows: 1. Brief history of the rise of travel and tourism; 2. Factors determining the formation of tourist flow; 3. Characteristics of the international tourism market. Features of the domestic tourist market. International agreements in tourism. Role of state for the formation of tourism policy. Place and role of the private sector. Geography of tourism of the countries of East Europe. Geography of tourism of the Americas region. Geography of tourism of the countries of West Africa. Geography of tourism of the countries of East Asia, Australia and Oceania. Geography of tourism of the Middle East region.

Teaching and assessment:

The training course includes lectures. Basic knowledge is acquired under compulsory attendance of classes. The topics are mainly focused on familiarization with resource potential for tourism development in the global movement of tourist flows and specific markets. Knowledge in an introduction to tourism, the foundations of a market economy, marketing, etc. Students make one control and one course work during the semester. The requirements for the semester are regular attendance, completion of assigned tasks and participation in collective work.

ECONOMICS OF TOURISM

ECTS credits: 5

Hours per week: 2l+1s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course “Economics of Tourism” is a fundamental economic discipline in the student’s preparation in the field of “Tourism”. The program forms the theoretical knowledge in economics of tourism which is seen as part of tourism activities. The logic of the modern economic development and the experience in public practice highlight the some main topics. They are included in the curriculum of the discipline as ten separate topics and are reflecting the scientific knowledge about the following issues: economic fundamentals of tourism, economic environment for the functioning of tourism, nature, types and forms of manifestation of capital, fixed and current assets in the tourism, features of pricing and pricing in tourism, economic characteristics of labor and labor productivity in the tourism, importance of costs and revenue in tourism, sources of income and profit in tourism, taxation and the distribution of earnings in tourism, nature and measurement of the efficiency and profitability of tourism. The main aim of the course is the formation of knowledge, special skills and habits in the practice in the field of economy of the tourist companies.

Course content:

Tourist company - overview. Tourist company in a different market structures. Main “productional” resources of a tourist company; Product of a tourist company. Regulation and wages in tourism business. Innovation and innovation policy of a tourist company. Investments and Investment Policy of the tourism business. Revenues, costs and profits of the tourism business. Economic efficiency in the tourism business. Management and quality certification in the tourist company

Teaching and assessment:

The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be both individual and a team work. The knowledge, skills and expertise in developing both practical performance and the scholarly works, computer tests and course assignments are assessed. An ongoing assessment is applied. The aim of the ongoing assessment is to establish responsibility in respect of the prior training of the systematic learning, the formation of skills for applied thinking, work with information products and ability to a team work

ECONOMICS OF HOSPITALITY

ECTS credits: 5

Hours per week: 2l+1s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 3**Methodological guidance:**

Department of Tourism

Faculty of Economics

Annotation:

The lecture course has been prepared as specialized information designed to develop knowledge and understanding of students on the fundamentals of the economy and how the theory is applied to the hospitality sector. Issues to be clarified are what market is, economic trends, structural change, macroeconomic fluctuations, the local economy, costs, and strategic product development, business operations and development, pricing and product development will be explored within the tourism sector. The theoretical problems are intertwined with issues of practice and according to the achievements of the theory and practice of economics in highly developed societies and particularities of Bulgarian reality - a policy of all economic stakeholders. Tourism has close interactions with economic policy, acting as a mediator between the different areas - economics, politics, the types of artistic creativity, professional artists, audiences and the public.

Course content:

Nature, definition and importance of the economy. Economic trends in the economics of hospitality. Goods and services and tourism products. Market control, change flows. Supply and demand. Identifying and satisfying the needs of tourist segmentation. Who is the target group? Structural changes in the sector accommodation. Structural changes in the sectors of food and beverages. Life cycle tourism/ tourist product. The effect of the multiplier. Economies of scale, scope and experience. The hospitality industry and the local economy. Economic activity, performance, revenues and expenses of the tourist company.

Teaching and assessment:

Training course takes the form of lectures and seminars. The course ends with an exam. Priority in training is given to the practical and independent work of students. Assessment is made on the knowledge, skills and competence during seminars, in the course of the current control; of serious importance are the results achieved by the set assignments and tests.

MANAGEMENT SYSTEMS IN TOURISM**ECTS credits:** 5**Form of assessment:** progress assessment and exam**Semester:** 3**Methodological guidance:**

Department of Tourism

Faculty of Economics

Annotation:

The course is aimed at presenting the specifics of modern methods and means of management systems and the integrated information products. The significance of the issue is determined by the growing importance of information technology for the hospitality industry and operation of tourism enterprises. The course follows the theoretical issues necessary to clarify the specifics of management systems and practical manifestations. Special attention is paid to the management of business processes. The course aims primarily at making students of Tourism develop knowledge in the field of management and management systems based on information technology, know the methods and analytical software applications in this regard, gain practical experience in using information technology to solve business problems and making management decisions, and use software tools in the design, development, implementation and maintenance of management systems of the tourist enterprise.

Course content:

Types of systems. Criteria for systems classification. Structure of management systems: security and realization of horizontal and vertical links of integration between management systems according to the business functions they serve. Providing management systems: Feasibility Study, Licensing, Implementation, Migration, Change to new versions, Integration, Support. Development of management systems and their application in Tourism: Evolution of significant systems with applications in business; specialized software solutions for the travel business. Projections in the methodology for modelling the processes of tourist enterprise: Organizational, informational, functional, and resource control; Practical implementation. Innovation activity towards developing the management systems in tourism: Application of modern information networks, providing mobility, implementation and maintenance of large amounts of information, provision of services in real time. Reservation systems in tourism and automation of documentation in the tourist enterprise, international applicable reservation systems, improving the quality of the tourist product through software to manage tourism activities to solve various tasks such as business planning, effective integration of trips, etc.; using computer programs such as Voyage and Turwin-MultiPro. Use of the website in the management of tourist enterprise:

Hours per week: 21 +0s**Exam type:** written

Requirements for development: Preliminary research and data collection; Applicable methods and tools; Research on the effectiveness and quality assessment. Design, development and implementation of a management system, assessment of competencies to optimize the process of taking decisions; on the attractiveness.

Teaching and assessment:

Training course takes the form of lectures. The course ends with an exam. Priority in training is given to the practical and independent work of students. Assessment is made on the knowledge, skills and competence during seminars, in the course of the current control; of serious importance are the results achieved by the set assignments and tests.

FOOD AND BEVERAGE MANAGEMENT

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course is methodically organized to introduce students to the management of food by presenting three different sets of applied knowledge in the field of food - namely, technological, managerial and legislative. Emphasis in the course is the management and quality control. Knowledge of food and beverage are part of the key competencies that managerial and executive staff in tourism need to possess in order to be able in its activities to ensure management models of food. The curriculum covers multifaceted concepts. In view of the powerful discussions in society about organic foods, GMO foods, the European standards and labels, under discussion are the basic chemical and microbiological concepts, processes determining the quality of food and also basic safety requirements. Other central issues again related to the dynamics to optimize the quality is the impact of technological and organizational factors. Particular importance is given to acquaint students with both the best practices of food management that reflect the critical importance of the course for the modern technologists and management practice.

Course content:

Material knowledge of food and beverage. Basic technological processes. Kinds of food and beverage. Food properties. Beverage properties. Nature and characteristics of the food chain. Relations between suppliers and customers. Food quality - definition and basic requirements. Food Safety. Dynamics in Food Quality. Optimizing food quality. Quality and safety of beverage. Types of drinks. Technological equipment of catering establishments. Key legislation regulating the issues of health and safety at work. Legal regulation of food. Total legal regulation. Ensuring food safety of food and beverage in accordance with the instructions ISO 9000 and HACCP. Special legal regulation of food. Standardization of food. Standardization of beverage. General requirements for soft drinks. Basic methods in standardization of alcoholic drinks. European food legislation. European Food Law. Regulations from the "hygiene package". Microbiological criteria of food. Microbiological criteria of beverage. European regulation of food quality. European regulation on organic food, regulation of GMO foods. National legislation on food. Food Law and other laws in the field of food and beverage. Basic regulations for foods and beverages. National Food Control. Fundamentals of quality management. Planning and quality improvement. Management of Food Quality. Ensuring food quality. Quality control. Systems for quality management. Management of food quality according to the standard. Management and risk analysis in food and beverages. Hazard analysis and critical control points.

Teaching and assessment:

Training course takes the form of lectures. The course ends with an exam. Priority in training is given to the practical and independent work of students. Assessment is made on the knowledge, skills and competence during seminars, in the course of the current control; of serious importance are the results achieved by the set assignments and tests.

TOURIST ATTRACTIONS MANAGEMENT

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Hours per week: 21 +0s

Exam type: written

Annotation:

The lecture course has been prepared as specialized information on the international and national trends in the management of tourist attractions. The students are expected to: (i) acquire basic theoretical knowledge of basic management tools; (ii) know the specifics of management of tourist attractions; (iii) know and be able to apply basic management strategies; and (iv) know the basic regulations of the country and the EU in the management of tourist attractions. Goals and objectives are to equip students with basic knowledge and practical skills in the learning material, especially about the basic management tools and strategies for the management of tourist attractions.

Course contents:

Tourist attractions - nature and types. Tourist zoning. Location of the tourist attractions in Bulgaria. Online register of tourist attractions in Bulgaria. Tourism Law and Tourist Areas Management Organisations. The theoretical basics of management. Types of management of tourist attractions. Nature and specifics of making management decisions. Characteristics of the basic management functions. Strategic planning. Strategic planning process. Formulating a strategic plan. Execution (implementation) of the strategic plan. Stages of the process of making management decisions. Methods of making group management decisions. Innovative management approaches to tourism. Market and sales potential of the company. Development of sale forecasts. Forecast methods. Marketing mix. Factors acting on the market and influencing the choice of the marketing mix. Ethics and social responsibility in making management decisions. Conflict Management. Development of European tourist regions. Regional tourism policy of the European Union.

Teaching and assessment:

Training course takes the form of lectures. The course ends with an exam. Priority in training is given to the practical and independent work of students. Assessment is made on the knowledge, skills and competence during seminars, in the course of the current control; of serious importance are the results achieved by the set assignments and tests.

BUSINESS ENGLISH – 1ST FOREIGN LANGUAGE, PART I**ECTS credits:** 6**Form of assessment:** progress assessment and exam**Semester:** 3**Methodological guidance:**

Department of Tourism

Faculty of Economics

Annotation:

Teaching Business English Part I marks the beginning of the specific language training for special purposes (tourism). During the course specific skills to communicate in a business environment are acquired, paying special attention to the role of communication in the field of tourism. There are three types of skills trained - reading, speaking and writing; much attention is paid to improving the ability of students to practice the language in a business environment. Specific vocabulary of English tourism. Targets: at the end of the course students are aware of the vast majority of communication situations that their future work could offer. The textbook is designed for the hospitality and tourism industry, providing build a vocabulary of terms and tourist while working with original texts from tourism and practice grammar through examples of different situations in hotels, restaurants, travel agencies, etc.

Course content:

In the Office: Secretarial Duties and Secretarial Work; Computers. Communications: Phone Calls, E-mails, Telegrams; Fax Machines and Telexes. Writing Letters: Business Letters and Letters of Interest. Travel: Flight and Hotel Reservation; Ticket and Boarding Pass; Check-in Desk and Reception Desk; Single/Double Room; Check-out Time; Departure Lounge. Companies: Business Structure and Branch Office Management: The Art of Management; Becoming a Manager; Competence and duties of a Manager. Firm Policy: Mission, Targets and Records. The Warehouse: Supplies and Storage. Contracts: Making Appointments and Negotiating with Trade Unions. Agents and Agencies. Money: Banking; Rates, Indexes, Accounts; Insurance; Finance. Selling: The Sales Department and Retailing. Marketing and Promotion. Complaints: Making a Complaint; The Reply. Foreign Trade: Import and Export.

Teaching and assessment:

The course combines traditional and newer approaches to foreign language teaching. During the seminars the focus is on exercises for the development of dialogical and monologue speech. Habits and writing skills are built through dictations, telling and retelling in writing. Large place is occupied by listening and analytical (explanatory) reading exercises. Pronunciation habits are developed through listening to the original recordings and special exercises with typical phonetic difficulties. The evaluation of students' knowledge is based on several components. The final assessment is completed by: examination during the session, ongoing control, activity of

students during seminars, self-fulfilling particular tasks on topics specified by the teacher and selected based on the content of the course.

BUSINESS GERMAN – FIRST FOREIGN LANGUAGE, PART I

ECTS: 6

Hours per week: 0l+4s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The aim of the course is to both provide students with knowledge in some essential spheres of grammar and prepare them for free communication in the fields of economy, tourism, society and everyday life. Since the course is at once practical and theoretical, the exercises require students' active involvement in class and responsibility in their extracurricular work. The main objective is the introduction of the new specialized terminology and specific use of language. Along with the newly imparted knowledge, some major language areas such as grammar, syntax and styling of expression are reviewed. The main tasks assigned during the training course in business German are as follows: effective and integrative development of language skills, self-study and enrichment of specialized economic vocabulary in German; production of specific texts such as a CV, an application cover letter, a hotel reservation, etc.

Course content:

Einführung in das Gespräch. Begrüßungsformeln. Vorstellen Anruf. Anfrage. Vertrg. Bitte, Zusage, Entschuldigung. Preis und Bezahlung. Ablauf der Frist. Akkreditiv. Rechnung. Zahlung. Qualität der Ware. Dier Lieferschein. Menge der Ware. Verpackung und Markierung. Ausführung der Verpackung. Kundendienst und Montage. Reklamationen. Beschädigungen. Zurückerstattung. Partenerverbindung. Innovation. Produktion. Konkurrenz. Warenaustausch. Branchenübersicht. Stand. Hotel. Café/Haushalt. Gaststätte. Soziale und gesundheitliche Betreuung. Arzt. Zahnarzt. Postwesen. Breif. Telefon. Die Stadt. Stadttourismus. Die Straßenbahn. Die DB. Reisen. Zölle. Auskunft. Pässe. Botschaften. Abschlussbestimmungen. Vorbereitung zur Prüfung.

Teaching and Assessment:

Seminars are conducted with the active participation of students who are involved in a number of RPGs in the field of hospitality and tourism industry, provide examples of messages (as written assignments) in accordance with the studied correspondence types. Each student is assigned an individual task to produce and present a certain piece of official writing during the semester. As the level of proficiency in the language for these students is high enough, each topic makes it possible to recreate potential real-life situations. Evaluation throughout the course is done by conducting ongoing monitoring - participation in seminars, performing individual tasks, success on current tests, etc.

BUSINESS FRENCH– FIRST FOREIGN LANGUAGE, PART I

ECTS: 6

Hours per week: 0+4s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The aim of the course is to improve the quality of general language training (mastery of the language as a means of communication) and to lay the foundations of a specialized training (language used for professional purposes). In view of the future career development of the students in the spheres of tourism, service and business contacts, the course enhances students' language skills and habits to the extent of a free and creative mastery of the language and the use of professional terminology and social etiquette. The main objective of the course is the formation of excellent language and speech skills enabling them to use of the language actively in daily business activities and business contacts.

Course content:

The course covers the following topics: Analysis of the exam results and setting the tasks for extracurricular work; Structure of commercial letters and description; Job demand and offers; Job Application and CV Writing; Interview; Cover Letter; Basic expressions related to queries; Offer. Order confirmation and fulfillment; Cargo transportation and insurance; Transport-related documents; Invoice; Reminder letters; Replies to reminder

letters; Exam preparation and summary.

Teaching and Assessment:

Classes are held as seminars, but also include elements of a lecture. During the seminars there is a special focus on situational and thematic conversations and talks, monitored by the teacher, but performed entirely by students. The training also includes individual assignments on topics included in the program. The learning process combines both traditional methods and state-of-the-art techniques. Interactive training and audiovisual means are also used. In line with the current trends in foreign language teaching, students are offered lessons using multimedia learning packages and Internet environment. The evaluation of students' knowledge is based on several components. The final assessment is cumulative and is formed by the grades of: a final end-of-semester examination, ongoing assessment tests, students' participation during seminars, and individual work on particular tasks on topics specified by the teacher and based on the content of the course.

BUSINESS RUSSIAN –FIRST FOREIGN LANGUAGE, PART I

ECTS: 6

Hours per week: 0l+4s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation

The course in Business Russian - part I marks the beginning of specialized language training in the professional sphere of Tourism, which aims at using the language in students' prospective careers. In view of the professional realization of the students in the field of tourism and business communications, the course emphasizes on the use of business etiquette, Russian language etiquette and professional terminology. In addition, it develops students' ability to communicate verbally in various social situations. Fixed phrasal stereotypes are elaborated, habits for effective communication with native speakers of Russian as representatives of another culture are formed. The course also increases students' linguistic competence in structural and functional aspects and builds strategies for solving communication problems in business and tourism. The main objective of the course in Business Russian, i.e. the development of professional skills and habits for successful communication in Russian in all areas of the tourism industry, is performed thematically in simulated situations similar to the real business environment. Therefore, multimedia, videos, authentic information sources and opportunities offered by the Internet for the latest real-time communication are extensively used.

Course content:

Современный этикет. Деловая этика. Порядок представлений и знакомств. Знакомство с посредником и без посредника. Обращение и привлечение внимания. Приветствие и выражения, употребляющиеся вслед за приветствием. Ответы на осведомление о жизни, здоровье, делах. Выражения, употребляющиеся при неожиданной и ожидаемой встрече, приходе и т.д. Визитная карточка. Имидж делового человека. Подготовка к переговорам. Проведение переговоров. Национальные особенности ведения переговоров. Деловая беседа по телефону. Техника телефонных переговоров. Этические нормы телефонного разговора. Телефакс. Электронная почта. Деловое письмо. Типы деловых писем. Сотрудничество с иностранными партнерами. Приглашение, просьба, совет и предложение. Образцы приглашений на официальные мероприятия. Согласие и отказ в ответ на просьбу и приглашение. Согласие и несогласие с мнением собеседника. Извинение. Регистрация. Программа пребывания. Деловой этикет и коммерческая тайна. Защита деловой информации. Защита интеллектуальной собственности. Информация о клиентах и конкурентах. Личное резюме. Собеседование при приеме на работу. Умение держать себя в обществе. Внешний вид и привычки. Этикет на официальных мероприятиях. Виды приемов и поведение на них. Сервировка стола. Рассадка гостей за столом. Рассадка по автомашинам. Особенности официально-делового стиля. Язык служебных документов. Стандартизация деловой речи. Переписка как вид делового общения. Виды служебных документов. Право подписи. Согласование и визирование. Содержание и оформление деловых документов. Синтаксические конструкции, используемые для изложения мотивов, объяснения причин для принятия тех или иных действий. Эффективность использования служебной информации. Публичные выступления. Ораторские приемы. Импровизация. Служебная библиотека. „Профильная” литература. Электронные версии периодики. Записные книжки, деловые календари, ежедневники. Характеристики: служебная, рекомендательная, аттестационная, частная. Комплексное и сжатое описание сотрудника. Раскрытие знаний, навыков, умений и особенностей характера представляемого. Профессиональная карьера. Структура резюме. Способы расположения информации. Персональные данные. Наименование позиции / вакансии/. Сведения об образовании и имеющемся опыте работы. Дополнительная информация. Сопутствующие знания и навыки. Этические нормы в профессиональной деятельности. Правила поведения при конфликтной

ситуации и способы разрешения конфликтов. Compliments in business communication. Oral forms of business communication: monologic – welcome speech, sales speech /advertising/, informational speech, report; dialogic – business conversation /short-term contact/, business discussion /prolonged exchange of information/, negotiations, interviews, discussions, meetings, press conference, contact business conversation, telephone conversation.

Teaching and assessment:

Classes are held as seminars, but also include elements of a lecture. During the seminars there is a special focus on situational and thematic conversations and talks, monitored by the teacher, but performed entirely by students. The training also includes individual assignments on topics included in the program. The learning process combines both traditional methods and state-of-the-art techniques. Interactive training and audiovisual means are also used. In line with the current trends in foreign language teaching, students are offered lessons using multimedia learning packages and Internet environment. The evaluation of students' knowledge is based on several components. The final assessment is cumulative and is formed by the grades of: a final end-of-semester examination, ongoing assessment tests, students' participation during seminars, and individual work on particular tasks on topics specified by the teacher and based on the content of the course.

BUSINESS ENGLISH– SECOND FOREIGN LANGUAGE, PART I

ECTS: 6

Form of assessment: progress assessment and exam

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation

The course enhances students' foreign language competence in their work with specialized literature and in specific communicative situations. The purpose is to achieve greater precision in the use of typical and common phrases, structures and grammatical patterns. All four language skills (reading, listening, speaking and writing) are developed. The course also familiarizes students with specific vocabulary, the characteristics of formal, business style, the basics of etiquette and culture of the United Kingdom and the United States.

Course content:

Advertisements; Establishing contacts; Invitation letter; At the reception's desk; At the airport; A conversation with the CEO of a company; Flying by plane; Before the flight; Having a formal dinner. An Inquiry; An Offer; A reply to an offer; A Notification for accepting an order; An appointment; A draft contract; A contract; The launching of negotiations; Contract II; Presenting a company; Terms of payment; Deferred payment; Baggage and transport I; Baggage and transport II; Terms of delivery; Delivery time; Final provisions.

Teaching and assessment:

All course activities include the following components: introduction to new information, summary and revision, presentation and analysis of individual assignments, consolidation of knowledge through a variety of activities - business games, work on authentic texts in the computer lab. Students take two ongoing assessment tests during the semester. The requirements for validating the semester are regular attendance and completion of assigned tasks.

BUSINESS GERMAN – SECOND FOREIGN LANGUAGE, PART I

ECTS: 6

Form of assessment: progress assessment and exam

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The aim of the course is to both provide students with knowledge in some essential spheres of grammar and prepare them for free communication in the fields of economy, tourism, society and everyday life. Since the course is at once practical and theoretical, the exercises require students' active involvement in class and responsibility in their extracurricular work. The main objective is the introduction of the new specialized terminology and specific use of language. Along with the newly imparted knowledge, some major language areas such as grammar, syntax and styling of expression are reviewed. The main tasks assigned during the training course in business German are as follows: effective and integrative development of language skills, self-study and enrichment of specialized economic vocabulary in German; production of specific texts such as a CV,

an application cover letter, a hotel reservation, etc.

Course content:

Ein paar Werbetexte. Kontaktaufnahme. Erste Kontakte. Der Einladungsbrief. An der Rezeption. Auf dem Flughafen. Gespräch mit dem Direktor. Vor dem Gespräch mit dem Direktor. Beim Handelsdirektor I. Beim handelsdirektor II. Der Abflug. Vor dem Abflug. Das Abendessen. Die Anfrage. Das Angebot. Der Anruf. Das Rückschreiben. Die Auftragbestätigung. Festlegen eines Termins. Der Vertragsentwurf I. Der Vertragsentwurf II. Beginn der Verhandlungen. Bei den Verhandlungen I. Bei den Verhandlungen II. Eine Firma stellt sich vor. Bestimmung der Zahlungsbedingungen. Verpackung und Transport I. Verpackung und Transport II. Lieferbedingungen. Lieferfrist. Die Abschlussbestimmungen.

Teaching and Assessment:

Classes are held as seminars, but also include elements of a lecture. During the seminars there is a special focus on situational and thematic conversations and talks, monitored by the teacher, but performed entirely by students. The training also includes individual assignments on topics included in the program. The learning process combines both traditional methods and state-of-the-art techniques. Interactive training and audiovisual means are also used. In line with the current trends in foreign language teaching, students are offered lessons using multimedia learning packages and Internet environment. The evaluation of students' knowledge is based on several components. The final assessment is cumulative and is formed by the grades of: a final end-of-semester examination, ongoing assessment tests, students' participation during seminars, and individual work on particular tasks on topics specified by the teacher and based on the content of the course.

BUSINESS FRENCH – SECOND FOREIGN LANGUAGE, PART I

ECTS: 6

Hours per week: 0+4s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation

The course aims at enhancing the linguistic and communicative competence in French, and laying the foundations of a specialized training. In view of students' future careers in the field of tourism and business, the educational emphasis is on the consolidation of language skills and habits, as well as the acquisition of professional terminology and social etiquette. It uses modern educational packages for studying French for specific purposes as well as multimedia materials. The content comprises thematic, lexical, grammatical and socio-cultural component. It covers contemporary topics corresponding to students' interests and provides opportunities for conversations and discussion. They contribute to the acquisition of basic vocabulary and grammar and develop skills for intercultural business communication.

Course content:

Présentation d'une entreprise touristique. À l'agence de voyage. Conversation téléphonique, administrative. Documentation touristique. Services touristiques et prestataires. À l'aéroport. À la gare. Description, localisation et valorisation d'un hôtel Réservations. Confirmation et annulation d'une réservation. Animation à l'hôtel Accueil et service à l'hôtel. Prix d'un séjour, tarification des services, facturation. Modes de paiement. Résoudre les problèmes reliés aux plaintes des clients.

Teaching and assessment:

During the seminars there is a special focus on situational and thematic conversations and talks, monitored by the teacher, but performed entirely by students. The training also includes individual assignments on topics included in the program. The learning process combines both traditional methods and state-of-the-art techniques. Interactive training and audiovisual means are also used. In line with the current trends in foreign language teaching, students are offered lessons using multimedia learning packages and Internet environment. The evaluation of students' knowledge is based on several components. The final assessment is cumulative and is formed by the grades of: a final end-of-semester examination, ongoing assessment tests, students' participation during seminars, and individual work on particular tasks on topics specified by the teacher and based on the content of the course.

BUSINESS RUSSIAN – SECOND FOREIGN LANGUAGE, PART I

ECTS: 6

Hours per week: 0+4s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 3

Methodological guidance:

Department of Tourism
Faculty of Economics

Annotation

The course in Business Russian - part I marks the beginning of specialized language training in the professional sphere of Tourism, which aims at using the language in students' prospective careers. In view of the professional realization of the students in the field of tourism and business communications, the course emphasizes on the use of business etiquette, Russian language etiquette and professional terminology. In addition, it develops students' ability to communicate verbally in various social situations. Fixed phrasal stereotypes are elaborated, habits for effective communication with native speakers of Russian as representatives of another culture are formed. The course also increases students' linguistic competence in structural and functional aspects and builds strategies for solving communication problems in business and tourism. The main objective of the course in Business Russian, i.e. the development of professional skills and habits for successful communication in Russian in all areas of the tourism industry, is performed thematically in simulated situations similar to the real business environment. Therefore, multimedia, videos, authentic information sources and opportunities offered by the Internet for the latest real-time communication are extensively used.

Course content:

Современный этикет. Деловая этика. Порядок представлений и знакомств. Знакомство с посредником и без посредника. Обращение и привлечение внимания. Приветствие и выражения, употребляющиеся вслед за приветствием. Ответы на осведомление о жизни, здоровье, делах. Выражения, употребляющиеся при неожиданной и ожидаемой встрече, приходе и т.д. Визитная карточка. Имидж делового человека. Подготовка к переговорам. Проведение переговоров. Национальные особенности ведения переговоров. Деловая беседа по телефону. Техника телефонных переговоров. Этические нормы телефонного разговора. Телефакс. Электронная почта. Деловое письмо. Типы деловых писем. Сотрудничество с иностранными партнерами. Приглашение, просьба, совет и предложение. Образцы приглашений на официальные мероприятия. Согласие и отказ в ответ на просьбу и приглашение. Согласие и несогласие с мнением собеседника. Извинение. Регистрация. Программа пребывания. Деловой этикет и коммерческая тайна. Защита деловой информации. Защита интеллектуальной собственности. Информация о клиентах и конкурентах. Личное резюме. Собеседование при приеме на работу. Умение держать себя в обществе. Внешний вид и привычки. Этикет на официальных мероприятиях. Виды приемов и поведение на них.. Сервировка стола. Рассадка гостей за столом. Рассадка по автомашинам. Особенности официально-делового стиля. Язык служебных документов. Стандартизация деловой речи. Переписка как вид делового общения. Виды служебных документов. Право подписи. Согласование и визирование. Содержание и оформление деловых документов. Синтаксические конструкции, используемые для изложения мотивов, объяснения причин для принятия тех или иных действий. Эффективность использования служебной информации. Публичные выступления. Ораторские приемы. Импровизация. Служебная библиотека. „Профильная” литература. Электронные версии периодики. Записные книжки, деловые календари, ежедневники. Характеристики: служебная, рекомендательная, аттестационная, частная. Комплексное и сжатое описание сотрудника. Раскрытие знаний, навыков, умений и особенностей характера представляемого. Профессиональная карьера. Структура резюме. Способы расположения информации. Персональные данные. Наименование позиции / вакансии/. Сведения об образовании и имеющемся опыте работы. Дополнительная информация. Сопутствующие знания и навыки. Этические нормы в профессиональной деятельности. Правила поведения при конфликтной ситуации и способы разрешения конфликтов. Compliments в деловом общении. Устные виды делового общения: монологические – приветственная речь, торговая речь /реклама/, информационная речь, доклад; диалогические – деловой разговор /кратковременный контакт/, деловая беседа /продолжительный обмен сведениями/, переговоры, интервью, дискуссия, совещание, прессконференция, контактный деловой разговор, телефонный разговор.

Teaching and assessment:

The course combines traditional and new methods of teaching a foreign language. The final grade is formed at a ratio 60%: 40%. 60% and is based on several factors: participation in seminars, assessment on completed homework assignments; extracurricular work with additional materials, Internet research on given topics, reading more books in libraries etc., class attendance; 40% of the final grade is provided by: the final test, writing a paper if a topic is set by the teacher

BUSINESS SPANISH – SECOND FOREIGN LANGUAGE, PART I

ECTS: 6

Form of assessment: progress assessment and exam

Semester: 3

Methodological guidance:

Hours per week: 0+4s

Exam type: written

Department of Tourism
Faculty of Economics

Annotation:

Both written and spoken communicative skills and habits on a receptive and reproductive level are developed simultaneously, as well as opportunities for independent work on unfamiliar authentic texts. There will be presentations on the culture and history of the different administrative and tourist regions of Spain. The grammar material is systematically arranged and based on the principle of interrelationship between linguistic phenomena. The lexical input is organized thematically. The course book Español is used in the learning process, enabling students to master the language to a level that allows them to talk on common everyday and general socio-economic issues. The language skills acquired correspond to the first part of level A1 according to the European language framework.

Course content:

Invitar y responder a invitaciones Recepción de invitados. Presentación del hablante o de terceras personas Despedidas. Disculparse. Hablar por teléfono. Concertar una cita. Uso del *tú* y del *usted*. Pedir información. Hacer un informe. Confirmar una reserva. Cursar un pedido Condiciones de entrega. Pagos. Reclamaciones. Solicitud d'empleo e historial. Ofertas de trabajo. Solicitar un empleo. Los piropos españoles.

Teaching and assessment:

During the seminars there is a special focus on situational and thematic conversations and talks, monitored by the teacher, but performed entirely by students. The training also includes individual assignments on topics included in the program. The learning process combines both traditional methods and state-of-the-art techniques. Interactive training and audiovisual means are also used. In line with the current trends in foreign language teaching, students are offered lessons using multimedia learning packages and Internet environment. The evaluation of students' knowledge is based on several components. The final assessment is cumulative and is formed by the grades of: a final end-of-semester examination, ongoing assessment tests, students' participation during seminars, and individual work on particular tasks on topics specified by the teacher and based on the content of the course.

BUSINESS GREEK – SECOND FOREIGN LANGUAGE, PART I

ECTS: 6

Form of assessment: progress assessment and exam

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation

Annotation

The aim of the course is to increase the quality of the general language training (language acquisition for the purposes of communication) and proficiency of a specialized training (using the language for professional activities). With regards to the future activity of students in the field of tourism and their service and business contacts as well. The course provides further achievement of the language skills and habits to the extent of freely and creative linguistic mastery and proficiency of professional terminology and speaking with etiquette. The main objective of the course is to build excellent language and speech skills in order to enable the active use of foreign language for everyday business and contacts. The training course provides: the formation of more complex vocabulary, grammatical structures and lexical speech automatisms enabling them producing foreign language speech in a wide range of topics; to acquire skills to easily understand foreign language speech in auditory perception and to master the techniques for reading; enabling the formation of own language expression skills, to work with authentic works based on the main prototypes text: descriptive, argumentative, narrative and epistolary. In the process of general language training the specific knowledge will be taught and managed in unity thus providing both grammatical progression and fostering the formation of thematically vocabulary. On the one hand the aim of the course is theoretical – the acquisition of pronouncing and spelling skills, of specific vocabulary and grammar skills for listening, speaking, reading and writing. On the other hand the aim of the course is practical - oral and written proficiency of a foreign language for the purposes of communication in tourism.

Course content:

Texts: Geography is my favorite subject. Verbs of the first conjugation – Active voice, present tense. Texts: the continents, oceans, seas. My country is Greece. Verbs of the first conjugation - Active voice, past imperfect. Texts: geographical and administrative division of Greece. National symbols. In a Greek village. Verbs of the first conjugation - Active voice past tense. Texts: state institutions. Restaurants. In a Greek city. Verbs of the first conjugation - Active voice past indefinitely. Texts: In the capital of Greece. Attica. Problems and how to

solve. Verbs of the first conjugation - Active voice past perfect. Texts: History of Athens. Cultural and anthropogenic resources. Verbs of the first conjugation - Active voice, future times. Texts: Thessaly, cultural sites and history. The highest mountains in Greece. Verbs of the second conjugation - Active voice, present tense. Interjection. Texts: mainland Greece (Sterea Hellas), cultural sites and history. Rivers in Greece. Verbs of the second conjugation - Active voice, past imperfect. Texts: the Peloponnese, cultural sites and history. Verbs of the second conjugation - Active voice, past tense. Texts: Epirus, cultural sites and history. The climate in Greece. Verbs of the first conjugation - passive reflexive, present tense. Texts: Macedonia, Epirus, cultural sites and history. Margins in Greece. Verbs of the first conjugation - passive reflexive tense, past imperfect. Texts: Thrace, cultural sites and history. Infrastructure. Verbs of the first conjugation, reflexive passive voice, past tense. Texts: Crete, cultural sites and history. Flora. Verbs of the first conjugation - reciprocating passive, future times. Texts: Ionian Islands cultural sites and history. Fauna. Verbs of the first conjugation - passive, past perfect tense. Texts: Aegean islands, cultural sites and history. Marine species in the Greek seas. Verbs of the first conjugation - reciprocating passive, pluperfect. Entries: The 9th of May - EU member states, capitals, accession to the EU. Verbs of the second conjugation - Active voice, future tense. Texts: Welcome Hotel Philoxenia. Verbs of the second conjugation - Active voice, past indefinitely. Texts: the premises of Hotel Philoxenia. Verbs of the second conjugation - Active voice, past perfect. Texts: a room of Hotel Philoxenia. Verbs of the second conjugation, reciprocating passive, present, past imperfect. Texts: In the bar, In the bakery. Verbs of the second conjugation, reciprocating passive voice, past tense. Texts: in the tavern, taverns, fast food restaurant. Verbs of the second conjugation, reciprocating passive, past continuous tense and Greek past perfect. Texts: Breakfast at the hotel. Verbs of the second conjugation, passive voice - reflexive passive, future tense.

Teaching and assessment:

Classes are held as seminars. The course finishes with a written examination. The practical and independent work of students has a priority in the language training. The obtained knowledge, skills and competence during seminars are assessed in the course through the means of ongoing control, where the results of the set assignments and tests are of the greatest importance.

ITALIAN – 3RD FOREIGN LANGUAGE, PART II

ECTS credits: 3

Form of assessment: progress assessment and exam

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The discipline continues the practical course in Italian language from the first semester. The course follows the system "Progetto". It focuses on the use of basic communication skills to understand a little higher than the elementary level and to make a long and meaningful language / oral and written / in accordance with the rules of the Italian language. The goal is at the end of the course students should have an active set of words and phrases that underpin lexical "skeleton" of the language course at this level, they should be able to read, listen and understand texts in Italian, most of are in dialogue form, to express themselves in this language so as to be understood by his other media, to set up simple written texts with different purposes .

Course content:

Noun - gender and number; Types adjectives - in consultation with the noun; Types of adjectives - in consultation with the noun; Present tense of regular and irregular verbs in the indicative Concept of modal verbs; Concept of modal verbs, Prepositions, Past tense - formation and use; Correct and incorrect past participle, Present tense, past tense - exercises, future simple tense - forms and stylistic use

Teaching and assessment:

The course combines traditional and newer approaches to foreign language teaching. During the seminars the focus is on exercises for the development of dialogical and monologue speech. Habits and writing skills are built through dictations, telling and retelling in writing. Large place is occupied by listening and analytical (explanatory) reading exercises. Pronunciation habits are developed through listening to the original recordings and special exercises with typical phonetic difficulties. The evaluation of students' knowledge is based on several components. The final assessment is completed by: examination during the session, ongoing control, activity of students during seminars, self-fulfilling particular tasks on topics specified by the teacher and selected based on the content of the course.

SPANISH – 3RD FOREIGN LANGUAGE, PART II

ECTS credits: 3

Hours per week: 0l+2s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course in Spanish enables developing simultaneously written and spoken - communication skills and habits of receptive and reproductive level, as well as opportunities for independent work on unfamiliar authentic texts. Grammatical material is arranged according to the principle of internal logic and mutual relation between language phenomena. Lexical volume is organized thematically. Training is conducted following the system Español. The toolkit enables students to master the language to a level that allows them to handle household and general socio-economic issues. Acquired language skills meet the first part of level A1 according to the European standard for evaluation.

Course content:

Preparar una excursión. Expresar intenciones, alternativas. Marcadores de tiempo: Ir a + infinitivo. Lugares y monumentos de interés: Andalucía. ¿Qué has hecho? Hablar de hechos pasados; dar excusas; Preterito perfecto; preterito indefinido. Pintura esp. e hispanoamericana. Cuéntale qué pasó. Describir estados de ánimo y objetos; Preposiciones: en, a, desde, hasta, entre; pron. negativos nadie/nada. Música hispanoamericana. Viajar en avión. Hacer proyectos y predecir; hablar por teléfono. Comparación. Futuro imperfecto. El tiempo en Hispanoamérica. Antes y ahora. Describir en pasado; expresar la frecuencia; El v. “quedar”. Preterito imperfecto. Una visita a ciudad de México. Instrucciones. Expresar obligación, posibilidad, negación, indiferencia. Pron. pers. CI. Las condiciones. Hay que + infinitivo. La lengua española en el mundo. Acontecimientos del pasado. Expresar acciones interrumpidas por otra. Pr. indefinido; Estructuras comparativas. Acontecimientos históricos en España desde 1975.

Teaching and assessment:

The course combines traditional and newer approaches to foreign language teaching. During the seminars the focus is on exercises for the development of dialogical and monologue speech. Habits and writing skills are built through dictations, telling and retelling in writing. Large place is occupied by listening and analytical (explanatory) reading exercises. Pronunciation habits are developed through listening to the original recordings and special exercises with typical phonetic difficulties. The evaluation of students' knowledge is based on several components. The final assessment is completed by: examination during the session, ongoing control, activity of students during seminars, self-fulfilling particular tasks on topics specified by the teacher and selected based on the content of the course.

GREEK – 3RD FOREIGN LANGUAGE, PART II

ECTS credits: 3

Hours per week: 01+2s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The aim of the course in Greek, Part II is achieving general language preparation and acquiring language skills in students. The emphasis of the course is strictly practical, which is expressed in oral and written preparation for the use of Greek as a foreign language for communication. The topics are timely, consistent and according to the students' interests providing both a wide opportunity for conversations and discussions. On the other hand, the training course provides the formation of the basic vocabulary and grammar enabling them to achieve communicative skills. The course is designed to build up in students lexical basis, grammatical rules and speaking skills. The course is planned to prepare students using their foreign language skills in a wide range of topics; to easily understand foreign language speech in auditory perception and to master the techniques for reading; enabling the formation of own language expression skills, to work with authentic works based on the main prototypes text: descriptive, argumentative, narrative and epistolary. The methodology used is VIFAX which provides a good basis for the training of the pronouncing and spelling habits, the acquisition of specific vocabulary and grammar skills for listening, speaking, reading and writing.

Course content:

Demonstrative and possessive pronouns. Verbs of the first conjugation – reflexive passive voice. Texts: Etiquette and behavior. Interrogative, indefinite and relative pronouns. Texts: shopping. Numeral nouns and adjectives. Texts clothing. Adjectives of -ος, -ια, -υ, -ής, ιά, -ι. Texts: Characteristics of personality. Adjectives of -ης, -ης, -εξ. Texts: My body. Degrees compared. Texts: My profession. Irregular degrees of comparison. The numbers

101-1000. Texts: The colors of the rainbow. Verbs of the first conjugation (first part). Texts: The educational system in Greece. Verbs of the first conjugation (second part). Texts: National holidays in Greece. Personal holidays. Verbs of the second conjugation (first part). Degrees of comparison. Texts: Island tourist destinations in Greece. Verbs of the second conjugation (second part). Types of compound words. Texts: Tourist destinations in the Greek mainland.

Teaching and assessment:

The training course combines traditional methods with new approaches in foreign language teaching. During the seminars special attention is put on how to design the exercises so to develop dialogical conversation and monologue speech (questions and answers as a part of mini-dialogical speech, discussions and short discussions on specific topics, descriptions of pictures, stories, retelling). Habits and writing skills are built by the use of dictations, told and retold in writing. Main place occupy the audio-exercises (listening with playback) and analytical (explanatory) reading. The course includes ongoing monitoring and the progress assessment is on the degree of mastery of reproductive (speaking, writing) and receptive (reading, audirane) speech activities. Students are allowed to semester examination if they have reaches at least 70 points during the semester, otherwise they have to present additional written works and translations to achieve the required minimum score. The final students assessment is according the six-point European evaluation system.

CROATIAN –3RD FOREIGN LANGUAGE, PART II

ECTS: 3

Form of assessment: progress assessment and exam

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation

The course covers contemporary topics corresponding to students' interests and provides a chance for conversations and discussion. On the other hand, it contributes to learning basic vocabulary and grammar and developing rudimentary communicative skills. The training provides students with a supply of lexical items, grammatical structures and speech automatisms allowing them to produce foreign-language discourse on a wide range of topics. The course also develops students' skills of understanding foreign language speech when listening, of mastering techniques and methods of cognitive reading, building skills of creating their own, original written pieces of the main types of text: descriptive, argumentative, narrative, epistolary and others.

Course content:

Naglasci (akcenti) i podjela rječi; Prozodija (akcent i kvantitet) hrvatskoga književnog jezika; Glasovne alternacije; Asimilacija i disimilacija glasova; Suglasnici “j” i “h” u književnom jeziku; Fonetske vrijednosti nekadašnjeg vokala “jat” u književnom jeziku. Riječ i morfema; Vrste riječi; Imenice. Podjela imenica prema gramatičkim kategorijama. Padeži imenica; Pridjevi. Podjela, rod, broj i padež kod pridjeva. Kraći i duži oblici pridjeva. Promena pridjeva; Zamjenice – imeničke i pridjevske;

Teaching and Assessment:

The course combines traditional and new methods of teaching a foreign language. During the seminars the focus is on exercises for the development of dialogical and monologue speech. Habits and writing skills are built through dictations, telling and retelling in writing. Large place is occupied by listening and analytical (explanatory) reading exercises. Pronunciation habits are developed through listening to the original recordings and special exercises with typical phonetic difficulties. The evaluation of students' knowledge is based on several components. The final assessment is completed by: examination during the session, ongoing control, activity of students during seminars, self-fulfilling particular tasks on topics specified by the teacher and selected based on the content of the course.

INNOVATIONS IN TOURISM

ECTS: 6

Form of assessment: progress assessment and exam

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course is designed for students of the Tourism major as specific informative course about the specifics of innovation in the tourism industry. The goal is for students: to reflect the characteristics of innovation processes

Hours per week: 0l+2s

Exam type: written

Hours per week: 4l+0s

Exam type: written

in tourism; to acquire basic knowledge and skills for organizing and managing innovation; know the methods for planning innovation and relevant organizational structures for their implementation, to apply existing techniques for generation and selection of innovative ideas, be able to identify, assess and reduce risks that accompany innovation processes in tourism.

Course content:

Features, typology and importance of innovation in tourism; Structure of innovation processes and life cycle of innovation in tourism; Innovative strategies of tourism companies; Corporate organization, control and audit of innovation; Generation and selection of innovative ideas; New technologies and their impact on innovation in tourism; Development of innovative projects and evaluation and selection of a portfolio of innovative projects; Innovative budgeting and major barriers to innovation in tourism; economic impact of innovation. Reengineering as innovation; Risk in innovation processes and innovative types of risks in tourism; Criteria, indicators and methods for assessing the innovation risk; Innovation risk management: planning, organizing and monitoring the activity of mitigation. National Policy and International Cooperation innovation. Trends and perspectives on innovative activities in tourism.

Teaching and assessment:

Training takes the form of lectures. The course ends with a written exam. The practical and independent work of students is an educational priority. What is assessed is the knowledge, skills and competence during the discussions in class and in the course of the ongoing assessment. The results achieved in the set assignments, course project (paper) and the test are of major importance.

FINANCING AND LOANS IN TOURISM

ECTS: 4

Hours per week: 2l+0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course aims to provide students with basic knowledge of the financing of tourism enterprises, and the financial problems of their tax policy, the management of equity and assets of the company and the efficiency of investment decisions. The content is selected in accordance with the prescribed number of hours and the specifics of the program. Within a reasonable compromise between theoretical and applied material, priority is given to the practical side of the topics. The rich text material, case studies and practical tasks are aimed at reinforcing knowledge received as part of the course, to develop them and seek their actual application in practice.

Course content:

Money and Finance. Public (fiscal) finances. Fiscal Model. State budget. Budget cycle. Taxes. Tax system and policy. Direct material and direct income taxes. Indirect taxes. Value added Tax. Excise Taxes. Taxes and customs policy. Non-tax revenue and the state budget. Social Security. Budget deficit and its financing. Government spending. Capital of the enterprise. Financial performance of the company. Annual financial statements. Reproduction of the capital of the company. Investment. Static methods for assessing the effectiveness of investment. Dynamic methods for assessing the effectiveness of investment. Risk investment. Investing in financial assets. Liquidity of the company. A financial analysis.

Teaching and assessment:

Training takes the form of lectures. The course ends with a written exam. The practical and independent work of students is an educational priority. What is assessed is the knowledge, skills and competence during the discussions in class and in the course of the ongoing assessment. The results achieved in the set assignments, course project (paper) and the test are of major importance.

ACCOUNTING

ECTS credits: 5

Hours per week: 2l +1s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The training course presents the scientific-theoretical basis of accounting and aims to provide students with detailed knowledge of the theoretical bases and methodological approaches concerning the registering, processing and preparation of accounting information delivered by the companies and their financial statements. Concerning this, the main emphasis is placed on the understanding of nature, modes, means and organization of accounting as an information and control system. The course clarifies the legal framework of accounting, Accountancy Act, IAS, NAS, accounting chart. The next aim is to provide scientific and practical training of students in this important area in its quality as a fundament of the accounting.

Course content:

Accounting as an information and control system. Economic resources of the enterprise as an object of accounting and as an information and control system. Ways of summarizing the balance sheet. The double entry system of accounting. Relationship and dependencies between the balance sheet and the system of accounts in the process of accounting for the enterprise's operations. Trial balances. Methods of documentation. Inventory, as a method of accounting. Valuation of assets and liabilities. The calculation, as a means of valuation of the reported sites. Current accounting. Types and evaluation of assets and liabilities under the Accountancy Act and their applicability in accounting practice. Principles of accounting of costs. Principles of accounting for labor costs and insurance. Principles of accounting for production and sale of products, goods and services of the company. Principles of accounting for capital reserves and financial results.

Teaching and assessment:

The course takes the form of lectures and seminars and ends with an exam. The course gives priority to practical and independent work of students. The knowledge, skills and competencies in developing both practical performance and the scholarly works are assessed. The results achieved in the set assignments, course project and the test are of major importance.

FINANCIAL ACCOUNTS IN TOURISM

ECTS credits: 5

Hours per week: 21+1s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

This course is designed to familiarize students with the purpose of preparing the financial statements, the scope and content of the various reporting elements with methodological and methodical approach to developing the elements of the financial statements. Attention is drawn to the statutory requirements and specifications in the preparation of the financial statements. The students are acquainted with the distinction between “annual activity report“ represented in state institutions and “financial statement”, which is published to meet the needs of accounting information on a wide range of external users. Attention is drawn to the main difficulties and peculiarities in the preparation of the financial statements based on relevant national financial reporting standards for small and medium enterprises.

Course content:

Legal and conceptual framework for preparation of financial statements. Annual report and annual financial report - similarities and differences. Elements of the financial statements - logical connection and destiny. Specifics of reporting information contained therein. Preparation of accounting information to complete the annual financial statements. Requirements for information that must be contained in the financial statements. Functional and procedural context of the process of preparing the annual financial report with current accounting and annual accounting close. Balance sheet. General characteristics. Structure and content. Regulations defining the structure of the balance sheet .The balance sheet. Problem areas in the balance sheet. Income and expenses. General characteristics. Structure and content. Regulations defining the structure of the profit and loss account. Problem areas in the statement of income and expenses. Presentation of the cost of acquisition of fixed assets by economic means . Income and expenses. Presentation of the cost of producing goods and work in progress. Features on production of surpluses and shortages (wastage) of the products and work in progress of rejected production . Statement of cash flows. General characteristics. Structure and content. Problem areas in the statement of cash flows. Methods for the preparation of the statement of cash flows. Statement of cash flows. Peculiarities in the statement of cash flows under the direct method. Statement of changes in equity. General characteristics. Structure and content. Problem areas in the statement of equity. Annex to the financial statements. General characteristics. Structure and content. Features in the preparation of the application. Management report . Preparation of interim reports. Audited financial statements, approval and publication of the annual financial statements.

Teaching and assessment :

The course takes the form of lectures and exercises. The course ends with an exam. The course gives priority to practical and independent work of students. The knowledge, skills and competencies in developing both practical performance and the scholarly works are assessed. The results achieved in the set assignments, course project and the test are of major importance.

FINANCIAL ACCOUNTING ANALYSIS

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

This course is designed to familiarize students with the objectives and approaches of the analysis based on information from the financial statements of enterprises. Special attention is paid to the tools, indicators and techniques applied analysts of financial statements. In this context be considered in sufficient detail the structure and content of the financial statements. Make a comparison between the characteristics of the information contained in the various elements of the financial statements, when co- presentation as a complete system that can reveal the specifics and the tendencies in the development of an enterprise. Analytical work is presented in terms of the need to prepare management decisions within the enterprise based on technical work with the available accounting information. Various groups of parameters characterizing a specific way different areas in the enterprise.

Course content:

Nature, role and importance of financial and accounting analysis. Analysis and preparation of effective management decisions. Analysis as an information process based on specific methods and techniques for processing accounting information. Characteristics of the financial statements as a structured source of information about the financial situation of enterprises. Analysis of inventories. Structure of inventories and their management. Features using different methods of writing inventories. Analysis of fixed assets - intangible, tangible and financial assets. Structure of fixed assets. Use and depreciation of assets . Analysis of claims and liabilities and their impact on the financial situation of enterprises. Liquidity analysis . Nature and importance of liquidity indicators . Absolute and relative liquidity indicators - net working capital ratio NOC liquidity ratios. Analysis of the determinants of the level of liquidity: turnover of inventory, collection of receivables, provision of cash reserves, repayment of debts to suppliers. Analysis solvency. Nature and solvency assessment. Indicators characterizing the level of solvency. Financial autonomy and financial leverage . Analysis of capital structure and its impact on solvency. Analysis of returns (profitability) of equity. Analysis of cost. Cost structure and its impact on business efficiency - cost source of origin, variable and fixed costs, direct and indirect costs. Analysis of revenues. Revenue structure and its impact on efficiency. Analysis of the profit / loss and factors for its receipt. Deviation analysis, identification of the plan and preparation of a new plan now . Analysis of cash flows. Problems in the study of cash flows. Factors determining the generation of positive and negative cash flows. Analysis of the dividends. Types of shares. Determining the weighted average number of ordinary shares.

Teaching and assessment :

The course takes the form of lectures and exercises. The course ends with an exam. The course gives priority to practical and independent work of students. The knowledge, skills and competencies in developing both practical performance and the scholarly works are assessed. The results achieved in the set assignments, course project and the test are of major importance.

BUSINESS ENGLISH – FIRST FOREIGN LANGUAGE, PART II

ECTS: 6

Form of assessment: progress assessment and exam

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation

The course continues the specific language training for specific purposes. During the course specific skills to communicate in a business environment are fostered. Special attention is paid to the role of communication in the field of tourism. The course develops three types of skills - reading, speaking and writing, much attention being paid to improving the ability of students to practice the language in a business environment. Specific

Hours per week: 0+4s

Exam type: written

tourism-related English vocabulary is taught. By the end of the course students are supposed to be aware of the vast majority of communicative situations that their future jobs could offer. The textbook is designed exclusively for the hospitality industry, providing a range of tourist terms while working with original texts from the area of tourism. Grammar is practiced through examples of different situations on the plane, bus, hotels, restaurants, travel agencies, etc.

Course content:

Types of Accommodation: Hotel, Hostel, Lodge, Campsite. Hotel Facilities: Indoors and Outdoors. Staffing and Internal Organization: Staff Tree; Job Requirements; Letter of Application. Reservations: Phone Calls and Faxes; Individual and Company Booking. Check-in and Check-out: Procedures and Time. Hotel and Restaurant Services: Dry Cleaning and Laundry; Housekeeping; Entertainment; Dinner; Various Dishes – Full-Course-Meals and Drinks. Money Matters: Items on a Hotel Bill; Methods of Payment – Cash, Cheque, Credit Card; Taxis and Tipping. Dealing with Complaints: Responding to a Complaint, Apology and Action. Off-site Services: Excursions, Walking Tours, Sporting Activities, Cruises, Pony-trekking, Fishing Trips, Plane Trips, Water Skiing, etc. The Business Traveller: VIP, CIP and VVP Guests; Special Facilities. Conferences: Business and Social Meetings and Events; Conference Equipment; Grand Opening. Tour operation – planning: Route, Things to Do, Places to Go and Places to Stay. Tour operation – execution: Group Check-in List; Guests' Preferences; Resort Representatives; Holiday Surveys. Hotel Chains and Independent Hotels: Articles from Newspapers and Trade Magazines. Hotel Documents: Hotel Register, Reservation Form or Card, Daily Arrival List /Reservation Diary/, Reservation Chart, Guest Index, Guest History.

Teaching and assessment:

Seminars are held with the active participation of students who are involved in many RPGs in the field of tourism industry, present examples of messages (written assignments) according to the studied correspondence types. Each student is assigned an individual task during the semester to produce and present a certain piece of official text. As the level of knowledge of the language for these students is high enough, each topic makes it possible to simulate potential real –life business situations. Evaluation is done through ongoing monitoring - participation in seminars, performing individual tasks, results on ongoing assessment tests, etc. This control amounts to a total of 30 points. The final exam consists of a test based on the material studied (40 points) and a written assignment on a given problem (30 points).

BUSINESS GERMAN – FIRST FOREIGN LANGUAGE, PART II

ECTS: 6

Form of assessment: progress assessment and exam

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation

The aim of the course is to both provide students with knowledge in the most important grammar domain and to prepare them for free communication in the fields of economy, tourism, society and everyday life. Since the course is at once practical and theoretical, the exercises require students' active involvement in class and responsibility in their extracurricular work. The main objective is the introduction of the new specialized terminology and specific use of language. Along with the newly imparted knowledge, some major language areas such as grammar, syntax and styling of expression are reviewed. The main tasks assigned during the training course in business German are as follows: effective and integrative development of language skills, self-study and enrichment of specialized economic vocabulary in German; production of specific texts such as a CV, an application cover letter, a hotel reservation, etc.

Course content:

Grundfragen der Geschäftskommunikation. Handel. Umsätze im Einzelhandel. Bedürfnisse. Nutzen. Nachfrage. Werbung. Werbeausgaben. Fachbegriffe aus der Werbung. Werbesprüche. Produktionsfaktoren, Kosten, Angebot. Vollkommene Konkurrenz. Fachvokabular. Preisbildung, Marktgleichgewicht, Elastizität der Nachfrage und des Angebots, weitere Marktformen. Banken. Kreditkarte. Eurocheque. Bankangebote für junge Leute im Vergleich. Güter- und Geldkreislauf. Geld. Handels-, Ertrags- und Zahlungsbilanz. Import. Export. Zuordnung von Unternehmen, Produkten, Branchen. Aspekte. Das deutsche Export-Sortiment. Der Staat und seine Finanzen. Steuern und Zölle. Moderne Technologie. Konjunkturelle Selbststeuerung, Keynesianismus oder Monetarismus? Das Wirtschaftswachstum und die Umwelt. Zusätzliche Übungen – Teil, Themenkreis Inflation. Zusätzliche Übungen – Teil, Themenkreis Managerseminare. Abschlussbestimmungen. Vorbereitung zur Prüfung.

Teaching and assessment:

Seminars are held with the active participation of students who are involved in many role games in the field of

tourism industry. They write messages (written assignments) according to the studied correspondence types. Each student is assigned an individual task during the semester to produce and present a certain piece of official text. As the level of knowledge of the language for these students is high enough, each topic makes it possible to simulate potential real –life business situations. Evaluation is done through ongoing monitoring - participation in seminars, performing individual tasks, results on ongoing assessment tests, etc. This control amounts to a total of 30 points. The final exam consists of a test based on the material studied (40 points) and a written assignment on a given problem (30 points)

BUSINESS FRENCH – FIRST FOREIGN LANGUAGE, PART II

ECTS: 6

Form of assessment: progress assessment and exam

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation

The course aims at building, enriching and improving the acquired language skills with typical categories, concepts and vocabulary. Using contemporary state-of-the-art packages for learning French for specific purposes as well as multimedia students continue dealing with specialized texts in the field of tourism, economy, trade, etc. The themes are closely related to professional life. Situations that develop students' communication skills are simulated. Students' knowledge of grammar is consolidated by means of using authentic teaching materials. The techniques of "reading comprehension" of specialized foreign language literature as well as of information from electronic and other sources are improved. The authentic study texts, videos and multimedia foreign language learning products facilitate the development of skills for oral and written communication in real working situations.

Course content:

Le tourisme international. Le produit touristique et la distribution du produit touristique. La France touristique. Le développement du tourisme en France. La variété du tourisme français (culturel, balnéaire, rural, montagnard, industriel, gastronomique, sportif). Douane et visas. Demande de visa. Documents de voyage. Formalités douanières. Change et devises. L'hôtellerie La restauration Lettres et documents administratifs. Remplir un document administratif. Rédiger et présenter une lettre administrative. Formules à utiliser. Offres d'emploi et candidatures. Rédiger un curriculum vitae et une lettre de motivation. Les transports (routiers, ferroviaires, maritimes, aériens, par voie d'eau intérieure). Le marketing. L'essence et le contenu de la conception du marketing. La stratégie du marketing international. Les banques. Sortes de banques. Opérations bancaires. Instruments de paiement et de crédit. Mass média. Le tourisme international. Le produit touristique et la distribution du produit touristique. La France touristique. Le développement du tourisme en France. La variété du tourisme français (culturel, balnéaire, rural, montagnard, industriel, gastronomique, sportif). Douane et visas. Demande de visa. Documents de voyage. Formalités douanières. Change et devises. Lettres et documents administratifs. Remplir un document administratif. Rédiger et présenter une lettre administrative. Formules à utiliser. Offres d'emploi et candidatures. Rédiger un curriculum vitae et une lettre de motivation. Les transports (routiers, ferroviaires, maritimes, aériens, par voie d'eau intérieure). Le marketing. L'essence et le contenu de la conception du marketing. La stratégie du marketing international. Les banques. Sortes de banques. Opérations bancaires. Instruments de paiement et de crédit.

Teaching and assessment:

Classes are held as seminars, but also include elements of a lecture. During the seminars there is a special focus on situational and thematic conversations and talks, monitored by the teacher, but performed entirely by students. The training also includes individual assignments on topics included in the program. The learning process combines both traditional methods and state-of-the-art techniques. Interactive training and audiovisual means are also used. In line with the current trends in foreign language teaching, students are offered lessons using multimedia learning packages and Internet environment. The evaluation of students' knowledge is based on several components. The final assessment is cumulative and is formed by the grades of: a final end-of-semester examination, ongoing assessment tests, students' participation during seminars, and individual work on particular tasks on topics specified by the teacher and based on the content of the course.

BUSINESS RUSSIAN– FIRST FOREIGN LANGUAGE, PART II

ECTS: 6

Form of assessment: progress assessment and exam

Hours per week: 0l+4s

Exam type: written

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation

The course in Russian Business - part II is a the continuation of the results in specialized language training accomplished in Part I of the course. In view of students' career in the field of tourism and business communications, the course focuses on the use of business protocol, Russian speech etiquette and professional terminology. It develops the ability to communicate verbally in various socially determined situations, establishes set phrasal stereotypes, and forms habits of communicating with native speakers of Russian as representatives of another culture. Students' linguistic competence in both structural and functional aspects is raised; strategies for solving communication problems in business and tourism are acquired. The main objective of the course in Business Russian, i.e. the development of professional skills and habits for successful communication in Russian in all areas of the tourism industry, is performed thematically in simulated situations similar to the real business environment . Therefore, multimedia, videos, authentic information sources and opportunities offered by the Internet for the latest real-time communication are extensively used.

Course content:

Терминология. Туризм как крупнейшая и наиболее быстро развивающаяся индустрия мира. Виды туризма. Секреты турбизнеса. Туроператоры. Как стать туроператором? Правовые акты. Реестр туроператоров. Турагенства. Как открыть турагенство? Сети турагенств. Полезные программы. Информация о клиентах и конкурентах. Турсайты. Изготовление турсайта. Раскрутка и продвижение. Шаблоны турсайтов. Туркаталоги. Турконсультация. Турпутевки. Памятки. Организация рекламы. Транспорт всех стран. Авиакомпании. Аэропорты. Авиабилеты. Прокат авто. Страхование. Страховая сумма. Страховая премия. Термины и понятия, принятые в современном международном туризме. Сокращения. Классификация размещения. Питание. Категории отелей. Классификация номеров. Классификация вида из номера. Таможня. Таможенная декларация. Таможенная пошлина. Отели. Бронирование гостиничных услуг на договорных условиях. Заведения общественного питания. Увеселительные заведения. Обслуживающий персонал. Меню. Сервировка стола. Рассадка гостей за столом. Словосочетания и речевые формулы. Профессия администратора гостиницы. Обслуживание клиентов. Прием и оформление постояльцев. Оформление документов, подготовка номеров, перевозка вещей. Организация деятельности обслуживающего персонала. Информирование постояльцев о дополнительных услугах и мероприятиях. Профессия – гид. Профессиональные требования, предъявляемые к гиду. Сопровождение туристов в походах, экскурсиях, автобусных турах, круизах. Архитектурные и исторические памятники. Лексика искусствоведческого и исторического характера. Политическая и экономическая лексика. Чудеса природы. Банковское обслуживание. Деятельность коммерческих банков и их взаимоотношения с клиентами. Терминология и ситуации общения. Потребности туристической индустрии. Общение в Интернете. Глобальные системы бронирования.

Teaching and assessment:

Classes are held as seminars, but also include elements of a lecture. During the seminars there is a special focus on situational and thematic conversations and talks, monitored by the teacher, but performed entirely by students. The training also includes individual assignments on topics included in the program. The learning process combines both traditional methods and state-of-the-art techniques. Interactive training and audiovisual means are also used. In line with the current trends in foreign language teaching, students are offered lessons using multimedia learning packages and Internet environment. The evaluation of students' knowledge is based on several components. The final assessment is cumulative and is formed by the grades of: a final end-of-semester examination, ongoing assessment tests, students' participation during seminars, and individual work on particular tasks on topics specified by the teacher and based on the content of the course.

BUSINESS ENGLISH – 2ND FOREIGN LANGUAGE, PART II

ECTS: 6

Form of assessment: progress assessment and exam

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation

This course is a direct continuation of the Business English Part I. It enhances students' foreign language competence in their work with the specialized literature and in specific communicative situations. It works towards achieving greater precision in the use of typical and common phrases, structures and grammatical

Hours per week: 01+4s

Exam type: written

patterns. There are four language skills - reading, listening, speaking and writing. Specific vocabulary is introduced as well as the characteristics of formal, business style, the basics of etiquette and culture of the United Kingdom and the United States.

Course content:

Writing Letters: Business Letters and Letters of Interest. Companies: Business Structure and Branch Office. In the Office: Secretarial Duties and Secretarial Work; Computers. The Warehouse: Supplies and Storage. Selling: The Sales Department and Retailing. Marketing and Promotion. Foreign Trade: Import and Export. Contracts: Making Appointments and Negotiating with Trade Unions Communications: Phone Calls, E-mails, Telegrams; Fax and Telexes. Reservations: Phone Calls; Individual and Company Booking. Travel: Flight and Hotel Reservation; Ticket and Boarding Pass; Check-in Desk and Reception Desk; Single/Double Room; Check-out Time; Departure Lounge. Hotel Facilities: Indoors and Outdoors. Types of Accommodation. Check-in and Check-out: Procedures and Time. Hotel and Restaurant Services: Dry Cleaning and Laundry; Entertainment; Dinner; Various Dishes – Full-Course-Meals and Drinks. Off-site Services: Excursions, Walking Tours, Sporting Activities, Cruises, Pony-trekking, Fishing Trips, Plane Trips, Water Skiing, etc.

Teaching and assessment:

Classes are held as seminars, but also include elements of a lecture. During the seminars there is a special focus on situational and thematic conversations and talks, monitored by the teacher, but performed entirely by students. The training also includes individual assignments on topics included in the program. The learning process combines both traditional methods and state-of-the-art techniques. Interactive training and audiovisual means are also used. In line with the current trends in foreign language teaching, students are offered lessons using multimedia learning packages and Internet environment. The evaluation of students' knowledge is based on several components. The final assessment is cumulative and is formed by the grades of: a final end-of-semester examination, ongoing assessment tests, students' participation during seminars, and individual work on particular tasks on topics specified by the teacher and based on the content of the course.

BUSINESS GERMAN–2ND FOREIGN LANGUAGE, PART II

ECTS: 6

Form of assessment: progress assessment and exam

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation

The course continues the specific language training for specific purposes started in the first part of the previous semester. Students learn the basics of business correspondence, the specifics of business phone conversations, formal meetings, etc. All four types of skills are developed- listening, reading, speaking and writing with a special focus on improving students' ability to produce texts. During the course specific skills of communicating in a business environment are acquired, special attention is paid to the role of communication in the economist's job. The ultimate purpose is by the end of both courses to familiarize students with the vast majority of communication situations that their future work could present.

Course content:

The course covers the following topics: Analysis of the exam results and setting the tasks for extracurricular work; Structure of commercial letters and description; Job demand and offers; Job Application and CV Writing; Interview; Cover Letter; Basic expressions related to queries; Offer. Order confirmation and fulfillment; Cargo transportation and insurance; Transport-related documents; Invoice; Reminder letters; Replies to reminder letters; Exam preparation and summary.

Teaching and assessment:

Classes are held as seminars, but they also include elements of a lecture. During the seminars there is a special focus on situational and thematic conversations and talks, monitored by the teacher, but performed entirely by students. The training also includes individual assignments on topics included in the program. The learning process combines both traditional methods and state-of-the-art techniques. Interactive training and audiovisual means are also used. In line with the current trends in foreign language teaching, students are offered lessons using multimedia learning packages and Internet environment. The evaluation of students' knowledge is based on several components. The final assessment is cumulative and is formed by the grades of: a final end-of-semester examination, ongoing assessment tests, students' participation during seminars, and individual work on particular tasks on topics specified by the teacher and based on the content of the course.

BUSINESS FRENCH – 2ND FOREIGN LANGUAGE, PART II

ECTS: 6

Form of assessment: progress assessment and exam

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation

The course presupposes the amassing of active and passive vocabulary of widely used terms and phrases used in the following sectors: tourism, marketing, transport, communications, law, social activities. The academic emphasis is on the consolidation of language skills and habits as well as on the acquisition of professional terminology and social etiquette. The course uses both contemporary language learning tools for studying French for specific purposes and multimedia products.

Course content:

Restauration. Service au restaurant. Gastronomie et art de la table. Types de tourisme. Ressources touristiques. Promotion d'un site touristique. Entretien de vente d'un produit touristique Contrat de vente. Organisation d'un séjour Visite guidée. Correspondance administrative. Curriculum vitae. Lettre de motivation. Correspondance électronique.

Teaching and assessment:

Classes are held as seminars, but also include elements of a lecture. During the seminars there is a special focus on situational and thematic conversations and talks, monitored by the teacher, but performed entirely by students. The training also includes individual assignments on topics included in the program. The learning process combines both traditional methods and state-of-the-art techniques. Interactive training and audiovisual means are also used. In line with the current trends in foreign language teaching, students are offered lessons using multimedia learning packages and Internet environment. The evaluation of students' knowledge is based on several components. The final assessment is cumulative and is formed by the grades of: a final end-of-semester examination, ongoing assessment tests, students' participation during seminars, and individual work on particular tasks on topics specified by the teacher and based on the content of the course.

BUSINESS RUSSIAN –2ND FOREIGN LANGUAGE, PART II

ECTS: 6

Form of assessment: progress assessment and exam

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer:

Annotation

The course in Russian Business - part II is a natural continuation of the results in specialized language training accomplished in Part I of the course. In view of students' career in the field of tourism and business communications, the course focuses on the use of business protocol, Russian speech etiquette and professional terminology. It develops the ability to communicate verbally in various socially determined situations, establishes set phrasal stereotypes, and forms habits of communicating with native speakers of Russian as representatives of another culture. Students' linguistic competence in both structural and functional aspects is raised; strategies for solving communication problems in business and tourism are acquired. The main objective of the course in Business Russian, i.e. the development of professional skills and habits for successful communication in Russian in all areas of the tourism industry, is performed thematically in simulated situations similar to the real business environment. Therefore, multimedia, videos, authentic information sources and opportunities offered by the Internet for the latest real-time communication are extensively used.

Course content:

Терминология. Туризм как крупнейшая и наиболее быстро развивающаяся индустрия мира. Виды туризма. Секреты турбизнеса. Туроператоры. Как стать туроператором? Правовые акты. Реестр туроператоров. Турагенства. Как открыть турагенство? Сети турагенств. Полезные программы. Информация о клиентах и конкурентах. Турсайты. Изготовление турсайта. Раскрутка и продвижение. Шаблоны турсайтов. Туркаталоги. Турконсультация. Турпутевки. Памятки. Организация рекламы. Транспорт всех стран. Авиакомпании. Аэропорты. Авиабилеты. Прокат авто. Страхование. Страховая сумма. Страховая премия. Термины и понятия, принятые в современном международном туризме. Сокращения. Классификация размещения. Питание. Категории отелей. Классификация номеров. Классификация вида из номера. Таможня. Таможенная декларация. Таможенная пошлина. Отели. Бронирование гостиничных услуг на договорных условиях. Заведения общественного питания.

Увеселительные заведения. Обслуживающий персонал. Меню. Сервировка стола. Рассадка гостей за столом. Словосочетания и речевые формулы. Профессия администратора гостиницы. Обслуживание клиентов. Прием и оформление постояльцев. Оформление документов, подготовка номеров, перевозка вещей. Организация деятельности обслуживающего персонала. Информирование постояльцев о дополнительных услугах и мероприятиях. Профессия – гид. Профессиональные требования, предъявляемые к гиду. Сопровождение туристов в походах, экскурсиях, автобусных турах, круизах. Архитектурные и исторические памятники. Лексика искусствоведческого и исторического характера. Политическая и экономическая лексика. Чудеса природы. Банковское обслуживание. Деятельность коммерческих банков и их взаимоотношения с клиентами. Терминология и ситуации общения. Потребности туристической индустрии. Общение в Интернете. Глобальные системы бронирования.

Teaching and assessment:

Classes are held as seminars, but also include elements of a lecture. During the seminars there is a special focus on situational and thematic conversations and talks, monitored by the teacher, but performed entirely by students. The training also includes individual assignments on topics included in the program. The learning process combines both traditional methods and state-of-the-art techniques. Interactive training and audiovisual means are also used. In line with the current trends in foreign language teaching, students are offered lessons using multimedia learning packages and Internet environment. The evaluation of students' knowledge is based on several components. The final assessment is cumulative and is formed by the grades of: a final end-of-semester examination, ongoing assessment tests, students' participation during seminars, and individual work on particular tasks on topics specified by the teacher and based on the content of the course.

BUSINESS SPANISH - 2ND FOREIGN LANGUAGE, PART II

ECTS: 6

Form of assessment: progress assessment and exam

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation

Both written and spoken communicative skills and habits on a receptive and reproductive level are developed simultaneously, as well as opportunities for independent work on unfamiliar authentic texts. Presentations on different topics about culture and history and tourist areas of Spain are planned. The grammar material is systematically arranged and based on the principle of interrelationship between linguistic phenomena. The lexical input is organized thematically. The course book Español is used in the learning process, enabling students to master the language to a level that allows them to talk on common everyday and general socio-economic issues. The language skills acquired correspond to the first part of level A1 according to the European language framework.

Course content:

The course covers the following topics: Analysis of the exam results and setting the tasks for extracurricular work; Structure of commercial letters and description; Job demand and offers; Job Application and CV Writing; Interview; Cover Letter; Basic expressions related to queries; Offer. Order confirmation and fulfillment; Cargo transportation and insurance; Transport-related documents; Invoice; Reminder letters; Replies to reminder letters; Exam preparation and summary.

Teaching and assessment:

Classes are held as seminars, but also include elements of a lecture. During the seminars there is a special focus on situational and thematic conversations and talks, monitored by the teacher, but performed entirely by students. The training also includes individual assignments on topics included in the program. The learning process combines both traditional methods and state-of-the-art techniques. Interactive training and audiovisual means are also used. In line with the current trends in foreign language teaching, students are offered lessons using multimedia learning packages and Internet environment. The evaluation of students' knowledge is based on several components. The final assessment is cumulative and is formed by the grades of: a final end-of-semester examination, ongoing assessment tests, students' participation during seminars, and individual work on particular tasks on topics specified by the teacher and based on the content of the course.

BUSINESS ITALIAN – 2ND FOREIGN LANGUAGE, PART II

ECTS: 6

Form of assessment: progress assessment and exam

Semester: 4

Hours per week: 01+4s

Exam type: written

Methodological guidance:

Department of Tourism
Faculty of Economics

Annotation

The purpose of the course is to prepare students to communicate freely in the spheres of economy, tourism, public and everyday life. Since the course is practically-oriented, all activities require students' active participation in class as well as responsibility in their extracurricular work. The main objective is the introduction to new terminology and its specific use in language. Along with the new knowledge, previously studied areas of grammar, syntax and stylistic expression are reviewed. The main tasks set during the training are: effective and integrative development of language skills and self-study of economics-related vocabulary and creating different texts such as CV, application, cover letter, hotel reservation, etc.

Course content:

Analysis of the exam results and setting the tasks for extracurricular work; Structure of commercial letters and description; Job demand and offers; Job Application and CV Writing; Interview; Cover Letter; Basic expressions related to queries; Offer. Order confirmation and fulfillment; Cargo transportation and insurance; Transport-related documents; Invoice; Reminder letters; Replies to reminder letters; Exam preparation and summary.

Teaching and assessment:

Classes are held as seminars, but also include elements of a lecture. During the seminars there is a special focus on situational and thematic conversations and talks, monitored by the teacher, but performed entirely by students. The training also includes individual assignments on topics included in the program. The learning process combines both traditional methods and state-of-the-art techniques. Interactive training and audiovisual means are also used. In line with the current trends in foreign language teaching, students are offered lessons using multimedia learning packages and Internet environment. The evaluation of students' knowledge is based on several components. The final assessment is cumulative and is formed by the grades of: a final end-of-semester examination, ongoing assessment tests, students' participation during seminars, and individual work on particular tasks on topics specified by the teacher and based on the content of the course.

BUSINESS GREEK - 2ND FOREIGN LANGUAGE, PART II**ECTS:** 6**Form of assessment:** progress assessment and exam**Semester:** 4**Methodological guidance:**

Department of Tourism
Faculty of Economics

Annotation

The course continues the specific language training for specific purposes started in the first part of the previous semester. During the course specific skills of communicating in a business environment are acquired, special attention is paid to the role of communication in the economist's job. All four types of skills are developed-listening, reading, speaking and writing with a special focus on improving students' ability to produce texts. Students learn the basics of business correspondence, the specifics of business phone conversations, formal meetings, etc. The specific vocabulary characteristics of official-business style, basics of etiquette and culture of Greece are presented. The aim for the student is that at the end of both courses students are become aware of the vast majority of communicative situations that their future work could offer them. Especially important is stimulating their creativity in creating promotional materials, brochures, leaflets and offers the project each was subjected to a critical analysis of his colleagues. The training course provides: accumulation students sustained stock of vocabulary, grammatical structures and speech automatisms enabling them to produce foreign language speech on a wide range of topics; building skills to understand foreign language speech in auditory perception; mastering the techniques and techniques for reading trips; building skills to create their own, original works based on the main prototypes text: descriptive, argumentative, narrative, epistolary and others, and by exploiting the opportunities to produce speech through discussion using the methodology of VIFAX. In the process of general language training and specific knowledge will be taught and managed in unity that will provide both grammatical progression and thematically enriching vocabulary.

Course content:

Irregular verbs. Texts: travel agent "Kseniteas". Nouns, masculine. Texts: Tourism products offered by an accommodation agency. Nouns,fFeminine. Texts: Tourism products offered by a food agency. Nouns, neuter. Texts: tourism products offered by the agency for additional services. Adjectives, masculine. Texts: Guide to Athens. Adjectives, feminine. Texts: Guide in No,rthern Greece. Adjectives neuter. Texts: The Greek Islands Guide. Pronouns (Second part). Texts: Tourism product and animation. Reflexive pronouns (first part). Texts: At the International Tourism Fair "Philoxenia" in the city. Thessaloniki. Reflexive pronouns (second part). Texts:

Hours per week: 0l+4s**Exam type:** written

Culture, traditions and morals. The first 7 types of alliances. Texts: I want to work in Greece. Numerals cardinal and ordinal over 1001. Job Interview. The other 8 kinds of alliances. Texts: Modern Greek literature. Verbs derived from other verbs. Abbreviations. Texts: Modern Greek literature. Nouns derived from verbs or nouns. Texts: Modern Greek literature. Adjectives derived from other verbs, nouns, adjectives, adverbs. Texts: Modern Greek literature. Interjections. Texts: Modern Greek literature. Adverbs derived from adjectives. Texts: Modern Greek literature. Derived adverbs of pronouns. Texts: Modern Greek literature. Adverbs derived from other adverbs. Texts: Why I love Greece.

Teaching and assessment:

Classes are held as seminars. The course finishes with a written examination. The practical and independent work of students has a priority in the language training. The obtained knowledge, skills and competence during seminars are assessed in the course through the means of ongoing control where the results of the set assignments and tests are of the greatest importance.

PRACTICE - PART II

ECTS: 3

Form of assessment: progress assessment and exam

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation

Students acquire knowledge about different lodging facilities, additional hotel services, animation hospitality, welcoming foreign guests in hotel, advertising, the system “All Inclusive”, etc. The aim of the course is to upgrade their knowledge and build up the acquired skills the first part of this discipline and to support their knowledge in this area.

Course content:

Characteristics of accommodation - hotel and hotel types (Ordinance for categorization of the accommodation places); camping; bungalow, caravan; tourist and holiday (vacation) settlement; villa, hostel, private rooms; chalets, holiday homes, boarding houses. Additional hotel services - meals, information, trade, utilities, leisure services, sports and entertainment, spa, cosmetic and other relaxing, rejuvenating services. Room service - serving in the hotel rooms and hotel mini bar. Animation in the hotel - characteristics, features and objectives; Hotel types animation; example of animation program. All inclusive system in the hotel - the definition and development of the concept; advantages and disadvantages of the service All Inclusive. Foreign guests - countries whose tourists realize most nights in our hotels; cultural differences; behavior of staff to foreign tourists. Advertising in hospitality - definition and types; advertising channels and means of dissemination; impact of advertising. The most impressive hotels in the world - the location, shape and structure, products and services, entertainment. Hotels offering extended stay of tourists - special offers and promotion of various additional services. Conditions and standards for opening the spa - Ordinance on the conditions and standards for certification balneo-, spa, wellness and thalassotherapy centers (www.tourism.government.bg - Ordinance 27/05/2015) presentation of one of the most popular spa resorts in Bulgaria.

Teaching and assessment:

Classes are held as seminars. The course finishes with a written examination. The practical and independent work of students has a priority in the language training. The obtained knowledge, skills and competence during seminars are assessed in the course through the means of ongoing control where the results of the set assignments and tests are of the greatest importance.

HOTEL AND RESTAURANT BUSINESS

ECTS: 5

Form of assessment: progress assessment and exam

Semester: 5

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course builds up competence in matters of planning, design and implementation of restaurant and hotel products. Basic issues about the legal basis for categorization and management of food establishments and entertainment places are presented as well as means of accommodation. Students learn the basic aspects of eating out of home, restaurant menu creation, services technology in hospitality, and marketing and advertising in

Hours per week: 0l+2s

Exam type: written

Hours per week: 3l+1s

Exam type: written

relation to these major tourist activities. Students are supposed to prepare a paper in the form of a presentation elaborating on the aspects of present interest and the innovations in the field of nutrition in tourism.

Course content:

Theoretical and methodological issues of hospitality. Basic concepts and definitions. Hotel and restaurant management as a major tourist activity, development factors. Hotel and restaurant activity - characteristics, functions, regulations. Categorization of tourist sites. Regulations. Restaurants business characteristics and prospects for development, innovations. Current trends in restaurant eating. Cultural aspects of planning and organizing an out-of-home eating. Food safety control system. Technology in institutional foodservice: canteens in schools and hospitals. Culinary technologies and approaches of implementing dietary. Hospitality: nature, development, peculiarities. Design and implementation of the hospitality product. Franchise. Hotel and restaurant chains. Hotel and restaurant products market. Marketing, advertising and public relations.

Teaching and assessment:

The training course includes lectures and seminars and finishes with an exam at the end of the semester. A priority in the training is given to the practical and individual work of students. Knowledge, skills and competence are assessed during seminars, by the ongoing control and by the achieved results of different assignments and tests.

TOURISM BRANDING

ECTS: 5

Form of assessment: progress assessment and exam

Semester: 5

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course is designed as a presentation of the specialized information about the changes in the tourism industry and in particular about the changed situation in terms of consumer expectations and needs and opportunities to satisfy them. Particular emphasis is put on the need for profiling the tourist destination and the creation of destination brand which is able to connect and correspond to consumer expectations in order to enable the realization of identifying features and attractiveness of the tourist destination. By setting goals students can: (i) acquire theoretical knowledge on the role of tourism branding in order to increase consumer satisfaction and security when choosing a destination; (ii) know the specifics related to the establishment of clear and recognizable destination profile; (iii) plan and manage the process of Tourism brand building; and (iv) know the specifics related to specific competencies and advantages of the tourist destination on which ground to realize the tourism brand and to be able to operate for the purposes of analysing, planning, preparation and realization of the tourism brand.

Course content:

Current trends in the tourism market and its changes. Nature and objectives of the tourist profiling. Tourism branding. Importance and peculiarities. Methods for evaluation of the brand. Features and essential moments in the analysis of tourism branding and tourism profile. Analysis of the specific competences and key advantages of the tourist destination for the purpose of building of a tourism branding. Consumer attitudes and expectations, and construction of a tourism branding. Planning features and implementation of a tourism brand. Providing the process of tourism brand-building. Controlling the tourism brand. Marketing activities in relation to the tourism branding. Quality of tourism services and tourism branding.

Teaching and assessment:

The training course includes lectures and seminars and finishes with an exam at the end of the semester. A priority in the training is given to the practical and individual work of students. Knowledge, skills and competence are assessed during seminars, by the ongoing control and by the achieved results of different assignments and tests.

CONJUNCTURE IN TOURISM INDUSTRY

ECTS: 7

Form of assessment: progress assessment and exam

Semester: 5

Methodological guidance:

Department of Tourism

Faculty of Economics

Hours per week: 2l+1s

Exam type: written

Hours per week: 4l+1s

Exam type: written

Annotation

The course is designed as a set up of specific information units about the peculiarities of conjuncture surveys and forecasts in the tourism industry on a national and international scale. The process of setting goals allows students: to acquire knowledge about the current state of affairs and the place and role of conjuncture research and forecasting in international tourism; to realize the functions of conjuncture studies in international tourism; to be familiar with cyclical forecasts and analysis as a tool for product management in tourism industry; to be able to apply the method of conjuncture research and forecasting in international tourism; to be aware of the specific difficulties and weaknesses in designing and conducting conjuncture surveys and tourist cyclical forecasts.

Course content:

Nature and content of the conjuncture. Factors influencing the conjuncture. Conjuncture cycles. Features of cyclical studies in international tourism. Conjuncture forecasts as a tool for product management in tourism industry; Global and regional tourism markets - a reflection of the situation in the tourism industry; Requirements to the methodology for tourist situational analysis and projections; Long-term, short-term, operational and market- price survey and methodology for preparing tourism cyclical forecasts; Statistical estimation methods; Matrix methods for forecasting; Expert estimation methods; Methods and scenarios; System information in tourist conjuncture study; Primary and secondary sources of information about the conjuncture in tourism industry; Planning and organization of work in conducting cyclical tourism studies; Leading international organizations engaged in tourism conjuncture studies: World Tourism Organization, World Council for travel and tourism (Chicago), etc.; Leading international private companies and non-profit organizations specializing in conducting conjuncture surveys.

Teaching and assessment:

The training course includes lectures and seminars during which students accumulate the necessary minimum of knowledge. The required volume of knowledge is acquired by regular attendance in seminars and students' work on their own on particular topics. Papers and written assignments are discussed during seminars. The training course finishes with an exam at the end of the semester. A priority in the training is given to the practical and individual work of students. Knowledge, skills and competence are assessed during seminars, by the ongoing control and by the achieved results of different assignments and tests.

ECOLOGY AND NATURE-BESED TOURISM**ECTS credits:** 5**Form of assessment:** progress assessment and exam**Semester:** 5**Methodological guidance:**

Department of Tourism

Faculty of Economics

Annotation:

The course is mainly aimed at tourism students to master the knowledge needed to become aware of the measures for reducing the negative impacts of tourism on the ecological systems, and to familiarize themselves with the system and the legal regulation of the system of protected areas in Bulgaria.

Course content:

Relationships and interrelations between ecology and tourism. Principles of sustainable development. Geographical aspects of tourism development. Tourist use of natural resources. Tourism in protected natural areas. Ecotourism recommendations for nature-based travel. Forms of alternative tourism. Ecological tourism. Rural tourism. Cultural Tourism. Adventure and extreme tourism.

Teaching and assessment:

The training course includes lectures and seminars during which students accumulate the necessary minimum of knowledge. The required volume of knowledge is acquired by regular attendance in seminars and students' work on their own on particular topics. Papers and written assignments are discussed during seminars. The training course finishes with an exam at the end of the semester. A priority in the training is given to the practical and individual work of students. Knowledge, skills and competence are assessed during seminars, by the ongoing control and by the achieved results of different assignments and tests.

MANAGEMENT OF SPA & WELLNESS SERVICES IN TOURISM**ECTS credits:** 5**Form of assessment:** progress assessment and exam**Semester:** 5**Methodological guidance:****Hours per week:** 21 +1s**Exam type:** written**Hours per week:** 21 +1s**Exam type:** written

Department of Tourism

Faculty of Economics

Annotation:

The course is aimed at enriching the knowledge of students trained in the specialty of Tourism, in relation to the management of spa and wellness services as prospects for development of tourist enterprise and increase the services revenue of tourism. The course aims providing students with knowledge about the methods which implementation contributes to the rational provision of spa and wellness services oriented to meet customer needs of enterprises in tourism. The inclusion of the subject in the curriculum is justified by the fact that the spa and wellness tourism is undergoing extremely a rapid development worldwide. This applies to Bulgaria although with some delay. Our country has a potential for becoming a center of attraction for foreign tourists looking for spa and wellness services. Their interest is still growing and their supporters have increasingly higher demands on the quality of services offered. In proportion to the growing tourists' expectations the challenges to this tourist segment increasing as well.

Course content:

Contemporary developments and trends in spa and wellness tourism services. Spa and wellness services - business models. Standards and quality management of spa and wellness services. Personnel management of the spa and wellness industry. Technology development projects for spa and wellness tourism industry. Medical and non-medical staff in the structure of spa and wellness services. Marketing tools and strategies of spa and wellness tourism. Corporate culture and spa etiquette.

Teaching and assessment:

The training course includes lectures and seminars during which students accumulate the necessary minimum of knowledge. The required volume of knowledge is acquired by regular attendance in seminars and students' work on their own on particular topics. Papers and written assignments are discussed during seminars. The training course finishes with an exam at the end of the semester. A priority in the training is given to the practical and individual work of students. Knowledge, skills and competence are assessed during seminars, by the ongoing control and by the achieved results of different assignments and tests.

BALNEOLOGICAL TOURISM

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 5

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course is aimed at acquisition of basic knowledge about the nature, significance, traditions and state of spa tourism in Bulgaria. Organization of spa tourism and prophylactic activity in Bulgaria is associated both with state structures and the development of the private sector as well. There is a detailed account of modern facilities and services in the private and public sectors in different regions. Special emphasis is put on the future development of spa tourism in Bulgaria which is associated with further diversification of services and quality increase and with the preparation of highly qualified specialists in the field as well.

Course content:

Nature, location and significance, history and traditions of balneological tourism in Bulgaria Contemporary requirements and diversification of services in the spa tourism Natural conditions and resources for the development of spa tourism in Bulgaria Natural conditions and resources for the development of thalassotherapy and aromatherapy Bulgaria, Physical, chemical and therapeutic characterization of the mineral waters in the Balkan region, Physical, chemical and therapeutic characterization of the mineral waters in the Balkan valleys, Srednogorie region and the Upper Valley, Physical, chemical and therapeutic characterization of the mineral waters in the Black Sea area, chemical and therapeutic characteristics of the mineral waters in the valleys of the Struma and Mesta Physical, chemical and therapeutic characterization of the mineral waters in the Rhodope region, Organization of spa tourism and prophylactic activity in Bulgaria, characteristics of state balneohotels and Prophylaxis and private spa hotel in the Balkan region; characteristics of state balneohotels and Prophylaxis and private Spa hotels in Balkan valleys, Srednogorie and the Upper Valley, characteristics of state balneohotels and prophylaxis and private spa hotels in the valleys of the Struma and Mesta, characteristics of state balneohotels and Prophylaxis and private Spa hotels in Rhodopes, characteristics of state balneohotels and Prophylaxis and private spa hotels on the Black Sea coast.

Teaching and assessment:

The training course includes lectures and seminars during which students accumulate the necessary minimum of knowledge. The required volume of knowledge is acquired by regular attendance in seminars and students' work

on their own on particular topics. Papers and written assignments are discussed during seminars. The training course finishes with an exam at the end of the semester. A priority in the training is given to the practical and individual work of students. Knowledge, skills and competence are assessed during seminars, by the ongoing control and by the achieved results of different assignments and tests.

TOURISM FAIRS AND EXHIBITIONS

ECTS: 5

Form of assessment: progress assessment and exam

Semester: 5

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course is intended for tourism students to acquire the necessary knowledge about the operation of tourist exhibitions (tourism fairs), and the achievement of key knowledge, skills and competencies related to planning, organizing and participation of tourism organizations (tourism companies) at national, regional, international tourism fairs (tourism fairs). Particular attention is paid on: (i) negotiation of independent stands and / or shared raw stand space, budgeting participation in tourism fairs – as an individual form or as group participation; (ii) marketing approaches to presentation and promotion of tourism products at tourist exhibitions including the design and arrangement of stands and stand space; (iii) techniques for communicating negotiation during tourist fairs and tourist markets; (iv) participation in the accompanying tourist exhibitions activities and events; (v) concluding the participation and reporting the results and effectiveness of participation in tourism fairs and tourist exhibitions.

Course content:

Characteristic features of tourism fairs and tourist exhibitions such as periodicals and specialized types of tourist markets. Identification of market segments and target market at tourism fairs. Types of tourism fairs and tourist exchanges: national tourism fairs. Organization and goals. Types of tourism fairs and tourist markets: regional tourism fairs (within a region according to the regional classification of the World Tourism Organization). Organization and goals. Types of tourism fairs and tourist exhibitions, tourism fairs with international (global) significance. Organization and goals. Role of the National Tourism Administration of the Republic of Bulgaria for organizing and supporting the participation of tourist companies in national and international tourism fairs and exhibitions. Negotiating and participation of independent stands and / or shared space. Preparation of advertising materials and promotional activities. Information and Communication Services of the stands. Budgeting participation in tourism fairs - in individual form or in group participation (participation in shared space). Marketing approaches to presentation and promotion of tourism products of tourist exhibitions. Arrangement of stands and stand space. Cross-cultural characteristics of the participants and visitors of tourist exhibitions. Techniques for making contacts and negotiations with participants and visitors from Russia, Ukraine, Georgia and Member states of the CIS. Techniques for making contact and negotiations with participants and visitors from the Middle East, incl. Israel. Techniques for making contact and negotiations with participants and visitors from the Far East: China, Japan and South Korea.

Teaching and assessment:

The training course includes lectures and seminars during which students accumulate the necessary minimum of knowledge. The required volume of knowledge is acquired by regular attendance in seminars and students' work on their own on particular topics. Papers and written assignments are discussed during seminars. The training course finishes with an exam at the end of the semester. A priority in the training is given to the practical and individual work of students. Knowledge, skills and competence are assessed during seminars, by the ongoing control and by the achieved results of different assignments and tests.

TOURIST MARKETS

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 5

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course is designed for students the Tourism major as specific information about the tourist markets. The goal is for students: (i) to acquire theoretical knowledge and practical information about the nature, structure and

Hours per week: 21+0s

Exam type: written

Hours per week: 21 +0s

Exam type: written

types of tourist markets; (ii) to know the characteristics of demand and supply of tourist markets; (iii) to analyze a tourist market in terms of volume of demand and supply; (iv) to reflect the main features of Bulgaria emitive and receptive tourism markets in Europe, Middle East, North America, Central Asia and the Far East; (v) to master some of the essential management and marketing techniques to influence the tourist market. The training course is oriented towards training students who wish to work in the field of the international tourism, particularly in companies dealing with touroperator', touragent', consulting and marketing activities.

Course content:

Nature and characteristics of the tourism sector. Status and trends in its development. Connection with other sectors of the economy. The tourist company as a system. Direct and feedback connections. Management, governance and control. Strategic management of tourism – in a national context. Industry structure and foreign economic relations. National strategic programs. Strategic management of the tourist company. Algorithm development strategy. Types of strategies. Competitive Strategy. Profiling of competitors. Forms of tourism associations. Nature and characteristics of the tourist market. Nature of tourist product. Diversification of tourism services. Methods of market penetration. Marketing research. Market segmentation. Advertising in tourism, nature, types, efficiency. PR-types, functions, basic resources and efficiency. Personnel Policy of the tourist company. Motivating and payment of staff. Labour Organisation. Forms of specialization and diversification of the tourism product. Characteristics of the manager in tourism industry. Role of his basic and conceptual qualities. Management styles. International profile of tourism partners and negotiating with them.

Teaching and assessment:

The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be both individual and a team work. The knowledge, skills and expertise in developing both practical performance and the scholarly works, computer tests and course assignments are assessed. An ongoing assessment is applied. The aim of the ongoing assessment is to establish responsibility in respect of the prior training of the systematic learning, the formation of skills for applied thinking, work with information products and ability for team work.

MARKETING AND ADVERTISING IN TOURISM

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 5

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course is designed to meet the needs of the students of knowledge to economic methods of management in a market economy. In the training process will be received sufficient information about the methods and approaches how to properly solve the problems of production and the output of the companies to quickly adapt to the needs and market changes, why is differentiated from potential users and others. The course is suitable for the intended workload by allowing you to absorb the essence, role, resources and opportunities of marketing.

Course content:

Occurrence, role and concepts of marketing, Marketing environment methodical and information assurance and application of marketing research, marketing programs, market research, needs and consumers; marketing strategy market segmentation and product positioning, marketing services; goods as a marketing tool, distribution as a marketing tool; prices as a marketing tool; penetration catalogue as a marketing tool, planning and control marketing activities.

Teaching and assessment:

The course ends with an exam. Priority in training is practical and independent work of students. Assessment of the knowledge, skills and competence during the seminars on the implementation of the monitoring and of high importance are the results achieved by the set assignments and tests.

GEOTOURISM

ECTS: 3

Form of assessment: progress assessment and exam

Semester: 5

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation

Hours per week: 21 +0s

Exam type: written

"Geotourism" as course is focused on the revision of the concept of the nature of tourism, opening up new dimensions for his divergent social impact. The actuality of the problem is determined by the growing importance of sustainable development as a way to complex changes in social and economic life. The course follows the theoretical needed to clarify the specifics of geotourism and its practical manifestation. Special attention is paid to its ability to maintain and increase the geographical potential of the tourist destination, culture, environment, heritage and the well-being of the local community. The course aims primarily students in the field of tourism to master the knowledge for organizing geotourism travels and maintain geotourism potential of the tourist destinations in the world, as well as in Bulgaria.

Course content:

Nature and characteristics of geotourism. Geotourism as an opportunity for sustainable development and preserve the experience for future generations. Development of the concept of geotourism. Geotourism Charter. Geo-sciences and tourism. Assumptions and conversion capabilities Geological place in tourist site. Species diversity and specific characteristics of geotourism product. Geological diversity. Geological monuments. Paleotourism and archeotourism. Market segments in geotourism. Typology and instances in geo-tourists. Development of geo-tourist destination. Constraints and effects of tourism development in the area. Determining the manifestations and characteristics of geotourism influences. Services supporting the organization of the geo-tourist trip.

Teaching and Assessment:

The course is held as a series of lectures. Attendance of classes is compulsory throughout the course to acquire minimum basic knowledge on the subject. The topics are mainly focused on learning about the theory and practice illustrating the geotourism concept, and a good understanding of international experience and documents regulating the organization of geotourism programs. Students do one midterm assessment test and one course work during the semester. The requirements for the semester are regular attendance, completion of assigned tasks and participation in group work.

TOUR OPERATOR AND TRAVEL AGENCY ACTIVITIES

ECTS: 6

Hours per week: 41+0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 6

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course is intended for tourism students to master the necessary knowledge for the organization of travel, participation in planning activities and management of tourist destinations and the legal regulation of activities of travel agencies in Bulgaria.

Course content:

The course in Tour Operators and Travel Agencies is oriented to investigating the tourist industry, the nature of travel agencies and tourist destination product, and the product distribution and transportation activities. The course follows the theoretical basis necessary to clarify the specifics of the tour operator and its practical manifestation.

Teaching and assessment:

The training includes lectures. Basic knowledge is acquired on compulsory attendance at classes. The topics are mainly focused on getting acquainted with the specifics of the tour operator and travel agency activities, special attention is paid to the inherent marketing techniques and operationalization. Inputs are an introduction to tourism, tourism resources, tourism geography, economics, tourism, marketing, management and others. Students make a test and a course project during the semester. The requirements for the semester are regularly attendance, performance of assigned tasks and participation in collective work.

RURAL TOURISM

ECTS credits: 6

Hours per week: 41+0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 6

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course is designed to meet the huge demand for knowledge about a natural way of life and non-traditional forms of recreation other than the now -developed tourist industry. With these new alternative forms of tourism such as hybrid forms, combine recreation but also the alternative "communication" with nature are introduced to future professionals in the tourism industry. By rural and ecological tourism will diversify offers applied to the foreign tourist flow. These very specific types of tourism as fully reflecting the desire of the urbanized society to return to a natural way of life. In them the environment is seen as a natural surrounding people and focus on the minimum effect that the individual exercises on it and with the maximum that the environment should affect him.

Course content:

Definition of rural tourism in Bulgaria and other countries. Nature and content of rural tourism. Marketing research in rural tourism Structure and organization of services. Technique of service in rural tourism. Modeling of tourist sites in rural tourism. Definition of ecological tourism in Bulgaria and other countries. Nature and content of the environmental tourism. Natural recreation resources and their use. Tourism and mountain ecosystems. Tourism in protected areas. Main problems of the national parks. Landmarks in the tourism system. Regional parks and tourism. Educational sightseeing routes. Nature conservation in these areas. Regulation of recreation areas and regulations for their attendance.

Teaching and assessment:

The course ends with an exam. The course gives priority to practical and self-study, which is intended to be individual and workgroups. Assess the knowledge, skills and competence in the development of both practical exercises and homework, computer tests and coursework. Apply continuous control. The purpose of the monitoring is to establish liability in respect of the prior training in the use of systematic knowledge, formation of applied thinking skills in information products and ability to work in a team.

WORLD CULTURAL HERITAGE

ECTS кредити: 6

Form of assessment: progress assessment and exam

Semester: 6

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course "World Heritage" is designed for students studying to acquire a degree "Bachelor" with professional qualification "Tourism". The course lectures presented specialized information on trends in cultural heritage management in particular - multiculturalism World Heritage by UNESCO. The aim is for students: (i) to acquire basic theoretical knowledge of the nature of cultural heritage; (ii) To know the main types of cultural heritage; (iii) to know the specifics of upralvenieto of cultural heritage as a tourism resource.

Course content:

Introduction. Definition of cultural heritage. Material cultural heritage. Intangible cultural heritage. Legal basis relating to the protection of cultural heritage. Structure and functions of UNESCO. Management of cultural heritage. Socialization of cultural heritage. Interpretation of cultural heritage. Sites of World Heritage in Bulgaria. Sites of World Heritage in Europe. Product development of heritage tourism. Marketing of cultural heritage.

Teaching and assessment:

Teaching course takes the form of lectures. The course ends with an exam. Priority in training has been given to practical and independent work of students. Assessment of the knowledge, skills and competence is made by current control implementation, of serious importance are the results achieved by the set assignments and the final exam.

BUSINESS COMMUNICATIONS IN ENGLISH, PART I

ECTS: 5

Form of assessment: progress assessment and exam

Semester: 6

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course places an emphasis on the various types of commercial letters and documents, which are an integral part of business communication. Much attention is paid to improving students' ability to produce texts. Students

Hours per week: 4l+0s

Exam type: written

Hours per week: 0l+4s

Exam type: written

learn the basics of business correspondence, the format of the emails, the different types of business letters, etc. Students are introduced to some specific vocabulary; the characteristics of formal business style, and the main abbreviations used in written business communication. The ultimate purpose is by the end of the course to make students aware of the vast majority of communicative situations that their future work could present them with.

Course content:

Business correspondence in English - introduction Formal letter layout. Abbreviations and their role in business correspondence. E-mail, fax, memo. Curriculum vitae. Cover letter. Letter of recommendation. Enquiry. Answer to an enquiry. Offer. Making an order. Payment of invoices. Letter accompanying payment. Request for payment. Request for deferral of payment.

Teaching and assessment:

The seminars include the following components: introducing new information, summary and revision, presentation and analysis of individually completed tasks, consolidation of knowledge through a variety of activities – RPGs, work on authentic texts and computer lab sessions. Students take two tests during the semester. The requirements for validating the semester are regular attendance and completion of the assigned tasks.

BUSINESS COMMUNICATIONS IN GERMAN, PART I

ECTS credits: 5

Hours per week: 01+4s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 6

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course aims both to revise substantial sections of grammar and to prepare students to communicate freely in society and everyday life. Since the course is practical, students shall be active in class and have extracurricular tasks. The main objective is to reinforce basic language knowledge and skills to an Upper –Intermediate / Advanced level. The main tasks set during the training are effective development of language skills and self-enrichment of lexical stock of words, development of dialogues on topics previously presented, followed by discussion. The peculiarities of intonation as a means bearing different impact on the participants in the discourse are considered. According to these main objectives the students are trained through the different types of speech activities / listening, reading, speaking, writing/ and the different aspects of language /vocabulary, grammar, phonetics /.

Course content:

Einstufungstest und mündlicher Ausdruck. Präpositionen. Besonderheiten. Übungen. Lückentext. Der bestimmte und der unbestimmte Artikel. Besonderheiten. Übungen. Der Passiv. Gebrauch. Restriktionen. Zustandspassiv, Vorgangspassiv. Nacherzählung. Der Konjunktiv I. Formbildung. Gebrauch. Hörverstehen. Texttransformation. Besonderheiten. Übungen. Der Konjunktiv II. Formbildung. Gebrauch. Übungen. Texttransformation. Modalverben in der objektiven Bedeutung. Übungen. Inhaltsangabe. Besonderheiten. Übungen. Modalverben in der subjektiven Bedeutung. Umschreibeformen. Übungen. Inhaltsangabe. Schwerpunkte bei einer Inhaltsangabe. Lückentext. Multiple Choice Text mit Akzent Modalverben, Passiv, Konjunktiv. Nebensätze. Temporale Nebensätze – Gleichzeitigkeit, Vorzeitigkeit, Nachzeitigkeit. Übungen. Nebensätze – kausale, konzessive, Finalnebensätze. Übungen. Der Satzrahmen im Deutschen. Konnektoren. Endstellung. Umstellung. Normalstellung. Hörverstehen. Vorbereitung zur Prüfung. Nacherzählung. Diktat.

Teaching and assessment:

The course ends with an exam. Each language skill is presented as a component of the exam. Under assessment are the knowledge, skills and competence during the seminars on the implementation of the ongoing assessment; of high importance are the results achieved in the set assignments and tests. Final Assessment: students receive a grade on a six-point rating system.

BUSINESS COMMUNICATIONS IN FRENCH, PART I

ECTS credits: 5

Hours per week: 01+4s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 6

Methodological guidance :

Department of Tourism

Faculty of Economics

Annotation:

The course is very practical, which is expressed in the oral and written mastery of the foreign language as a means of communication. The topics are up-to-date, in accordance with the interests of students, giving a chance for conversation and discussion, and help to expand the volume of the acquired means of expression and to improve the quality of communication skills. It aims to improve the free and spontaneous command of the language, through the development of all major types of speech activity: understanding speech, ability to speak, read and write in the foreign language. Practical mastery of the language, which is the main objective of this course includes students' developing habits of independent work with the language, but also the creative use of knowledge, skills and habits in new conditions of speech activity, in other words - creative proficiency.

Course content:

Univers et nature Environnement et pollution. Monde intérieur de l'homme. Sens et sensations. Sports et santé. État physique et activités physiques de l'individu. Vie privée de l'homme. Ménage, habitat et famille. Agglomérations et aménagement du territoire. Carrière et vie professionnelle. Vie en société et relations sociales. Art et culture. Cultes et religions. Distractions et loisirs. Alimentation et gastronomie Voyages et tourisme Achats, ventes et locations. Négociations commerciales. Publicité et courrier commercial. Genre et nombre du nom. Cas particuliers. Pluriel des noms composés. Article. Valeur sémantique des trois types d'articles. Absence d'article. Adjectif qualificatif. Genre, nombre et place des adjectifs qualificatifs. Degrés de comparaison des adjectifs qualificatifs. Adjectif verbal. Adjectifs indéfinis. Substituts du nom : les pronoms. Pronoms personnels compléments. Les pronoms « le », « en », « y ». Place des pronoms. Pronoms indéfinis. Pronoms relatifs. Pronoms relatifs simples. Pronoms relatifs composés. Négations particulières. Mode Indicatif et ses temps. Expression de la simultanéité, de l'antériorité et de la postériorité. Emploi des temps de l'Indicatif. Mode conditionnel. Conditionnel présent. Conditionnel passé. Emplois du conditionnel.

Teaching and assessment:

The course combines traditional and newer approaches to foreign language teaching. During the seminars the focus is on exercises for the development of dialogical and monologue speech. Habits and writing skills are built through dictations, telling and retelling in writing. Large place is occupied by listening and analytical (explanatory) reading exercises. Pronunciation habits are developed through listening to the original recordings and special exercises with typical phonetic difficulties. The evaluation of students' knowledge is based on several components. The final assessment is completed by : examination during the session, ongoing control, activity of students during seminars, self-fulfilling particular tasks on topics specified by the teacher and selected based on the content of the course.

BUSINESS COMMUNICATIONS IN RUSSIAN, PART I

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 6

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

Russian is taught as the first foreign language to the students of Tourism. The course is aimed at building foreign language skills at a professional level in the preparation of qualified personnel for servicing the tourism industry. The emphasis in teaching is on developing all components of communicative competence: linguistic competence in structural /knowledge of phonetic features, vocabulary and grammar of the Russian language/ and functional /use of the Russian language in accordance with the communication needs of students /term; sociocultural competence /expertise for guidance in the socio-cultural context/; strategic competence /learning strategies to solve communication problems resulting from lack of knowledge or skills /. Instruction is on situational basis by mimicking real communication. The form of training is a practical lesson with a classical structure: introduction of basic knowledge on the functioning of the language system by working with text, language and speech exercises on vocabulary and grammar to consolidate knowledge; typical structures for developing speech habits and skills. Exercises for self-employment are provided to subjects with increased difficulty.

Course content:

Знакомство. Национальная принадлежность. Профессия. Социальные карьеристы. Начало учебного года. Характеристика студента. Глаголы *учить, учиться, заниматься, изучать, преподавать*. Человек. Развитие человека /рождение, рост, возраст, биография/. Тело человека /внешность, сложение, части тела, двигательная система, внутренние системы организма/. Психические свойства личности. Характер и темперамент человека. Поведение. Такт и бестактность. Одежда, обувь. Одевание – глаголы. Дополнительные принадлежности к одежде – магия аксессуаров. Виды тканей. По одежке встречают – по уму провожают. Взгляд на моду. Искусство торговли. Семья. Родственные отношения и связи. Без компромиссов не обойтись. Забота о детях. Дом. Строительство и внутренняя отделка дома. Квартира.

Убранство квартиры. О вещах – всерьез... Тоска объявлений. Русская изба. Питание. Пищевые продукты. Приготовление пищи. Столовая посуда. Ресторан. Заведения общественного питания и увеселительные заведения. Обслуживающий персонал. Словосочетания и речевые формулы. Забота о человеке. Здравоохранение /структура, гигиена, болезни, медицинская помощь, поликлиника, больница, зубоврачебная помощь, аптека/. Болезни /внутренние, заразные, глазные, психические, кожные, детские, заболевание уха, носа, горла/. Просвещение и культура. Образование /дошкольное воспитание, школьные виды, высшее образование, наука/. Язык и литература /грамматика, орфография, лексикология, фонетика; устное народное творчество; художественная литература; литературные жанры, периодические издания/. Радиовещание /радиопередачи, телевидение/. Музыка /музыкальное произведение, музыкальные инструменты, исполнители/. Изобразительное искусство /живопись - виды, графика, скульптура, архитектура/. Театр /виды театров, устройство, исполнители/. Киноискусство /производство фильмов. кино. фотография, съемка/. Цирк. Экономика. Энергетика. Промышленность - виды. Сельское хозяйство /растениеводство, животноводство, сельскохозяйственные машины и орудия/. Строительство. Транспорт и сообщения-виды. Торговля /таможня; товар, виды товаров; рынок /базар;/ Магазины - виды; ресторан; столовая; гостиница/. Финансы /деньги, банк, бухгалтерия, касса, страхование/.

Teaching and assessment:

The course combines traditional and newer approaches to foreign language teaching. During the seminars the focus is on exercises for the development of dialogical and monologue speech. Habits and writing skills are built through dictations, telling and retelling in writing. Large place is occupied by listening and analytical (explanatory) reading exercises. Pronunciation habits are developed through listening to the original recordings and special exercises with typical phonetic difficulties. The evaluation of students' knowledge is based on several components. The final assessment is completed by: examination during the session, ongoing control, activity of students during seminars, self-fulfilling particular tasks on topics specified by the teacher and selected based on the content of the course.

INTERNATIONAL AND DOMESTIC TOURISM

ECTS credits: 5

Hours per week: 31+0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 6

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course is designed for students of "Tourism" major as specific information about the specifics of international and domestic tourism. The aim is for the students: (i) to acquire knowledge, special skills and habits of practice in the field of international and domestic tourism; (ii) to reflect processes in international tourism and domestic tourism; (iii) to know the characteristics of demand and marketing of tourism products in national, regional and international level, and are aware of the existing market structures, regulatory norms and mechanisms; (iv) to analyze absolute and relative benefits and trends in international tourism ; (v) be familiar the activities of the major international and regional organizations in international tourism; (vi) be able to identify positive and negative aspects of the national tourism policy and the organization of domestic tourism .

Course content:

Definitions, economic performance and trends in international tourism international tourist market: international tourism demand in Europe, Middle East, Africa and North America, International Tourism Market: International tourism demand in South and Central Asia and the Far East (China, Japan and Korea), international Tourism market : international tourism demand in Southeast Asia, the Pacific, Australia and Latin America; Theoretical determinants of international tourism, absolute and comparative advantage , international tourism demand in the hotel sector, international hotel chains, international restaurant chains, air and water transport and international tourism, global, regional and national tourism fairs, Financial relations in international Tourism, International global and regional tourism organizations in tourism and international sources of law governing tourism, General Agreement on Trade in Services (GATS), international tourism in developed countries and tourism policy of the European Union, the economic impact of international tourism, international tourism in countries in transition and developing countries, organization of domestic tourism and state structures and regulatory norms and mechanisms. Consumer protection in the national tourism market, national non-profit tourism organizations and local tourism organizations, state policy on tourism, infrastructure and development trends of domestic tourism.

Teaching and assessment:

The course ends with an exam. The course gives priority to practical and self-study, which is intended to be individual and workgroups. Assess the knowledge, skills and competence in the development of both practical

exercises and homework, computer tests and coursework. Apply continuous control. The purpose of the monitoring is to establish liability in respect of the prior training in the use of systematic knowledge, formation of applied thinking skills in information products and ability to work in a team.

TECHNIQUES OF NEGOTIATION IN TOURISM

ECTS credits: 5

Hours per week: 31+0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 6

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

Negotiations are the preferred form of business and verbal communication in the protocol practice. The importance of the issues being dictated by the fact that a successful development of tourism activities, negotiation (negotiation) is one of the widely forms of communication. With their help we can achieve the target set using the strategies and techniques in the framework of decency, ethics and law. This implies employed in tourism specialists with university education have basic knowledge and skills in this area. Substantial attention is paid to: The essence of talks and negotiations as communication, questioning, listening and reasoning, Non-verbal symbols, strategies and techniques for business talks and negotiations; mutual agreement - the big sense of the negotiations, to create art pre-conditions and atmosphere for the successful conduct of business talks, negotiations and more. Consciously and purposefully developing a strategy for talks and negotiations with various partners.

Course content:

Business talks and negotiations. Negotiations as verbal communication protocol in practice. Basic Characteristics of the negotiations. Negotiating relationships with customers and suppliers. Negotiations and the process of communication. Rules for negotiation. Main stages in the negotiations. Strategy, tactics and techniques for negotiating. Negotiations. Business calls and nonverbal communication protocol in practice. Business correspondence and business communication through the exchange of documents: Making an inquiry and request a quote. Business correspondence and business communication through the exchange of documents: making order, making a reservation, confirm the booking. Business correspondence and business communication through the exchange of documents: Making complaints and requests for payment and exchange, signing and exchange of contracts. Specific techniques of communication and negotiation in the tour operator and travel agency activities using modern Information and Communication Technologies Specific techniques of communication and negotiation in the hotel and restaurant activity in the use of modern Information and Communication Technologies.

Teaching and assessment:

The course ends with an exam. The course gives priority to practical and self-study, which is intended to be individual and workgroups. Assess the knowledge, skills and competence in the development of both practical exercises and homework, computer tests and coursework. Apply continuous control. The purpose of the monitoring is to establish liability in respect of the prior training in the use of systematic knowledge, formation of applied thinking skills in information products and ability to work in a team.

CAPITAL INVESTMENT IN TOURISM

ECTS credits: 3

Hours per week: 21 +0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 6

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course is designed for students in major "Tourism" as specialized information for capital investment in tourism. The aim is for students: to acquire knowledge, special skills and habits for practical work in the field of planning, implementation and monitoring in terms of capital investment in tourism; to reflect the processes in the design, construction and commissioning of the Hotel and Restaurant superstructure; to know the specifics of the selection procedures: organization - consultant in the purchase and land or property rights to build and / or use; organization designer and subsequently, contractor supervision, organization - executor of construction work, organization - executor consulting services independent construction supervision; organization - supplier of furniture and equipment; be able to draw preliminary budgets for the realization of a capital investment; be

familiar with the characteristics of each stage of the process of realization of capital investment in tourism and related - design and estimate documentation, permits and observation protocols (acts) committed for types of work done and transmission construction.

Course content:

Nature and characteristics of capital investment in tourism. Investments. Structure of the investment process of building a new facility (hotel, restaurant, etc.) In tourism. Planning, organization and control of the realization of capital investment in tourism. Choosing organization - consultant in the purchase and land or property rights to build and / or use. Choice of organization and subsequently designer, contractor supervision. Obtaining a visa for the design and coordination of project documentation with local and state authorities. Obtaining a building permit. Choosing organization - executor of construction works (CR). Choosing organization - executor of advisory services independent construction supervision (ICS). Choosing organization - supplier of furniture and equipment. Opening of the construction site and transmission of the site to the contractor of construction works. Reporting by consultant ICS. And services under supervision. Transmission of the site by the developer of the investor - preparing the Statement of facts - Act 15. Entering the facility into operation - preparing the Statement of facts - Act 16 and obtain a permit for use of NDNSK. Obtaining other necessary permits and licensing of tourist site.

Teaching and assessment:

Teaching course takes the form of lectures. The course ends with an exam. Priority in training has been given to practical and independent work of students. Assessment of the knowledge, skills and competence is made by current control implementation, of serious importance are the results achieved by the set assignments and the final exam.

CULTURAL TOURISM

ECTS credits: 5

Hours per week: 21+0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 6

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course aims to introduce students to the main issues of cultural heritage in Bulgarian lands for thousands of years. To introduce them to different stages in the cultural development of the people and kindreds and peoples who inhabited our lands from the time of antiquity to the present day. Guide them to the main heritage sites in terms of their careers and their future career in different areas of tourism. The aim of the course is for students to know well the main cultural sites and monuments in Bulgarian lands, and their relation to Balkan and European cultural development.

Course content:

Sites, monuments and objects of material culture of the Old Stone Age (Paleolithic) in the Bulgarian lands. Parameters of the Old Stone Age. Cultural sites from the Early Paleolithic. Finds and objects from the time of the Middle Paleolithic Cultural layers and objects from the Upper Paleolithic in the Bulgarian lands. Finds and objects from the time of the Mesolithic (Middle Stone Age) in the Bulgarian lands. Finds and objects from the time of the Neolithic (New Stone Age) in the Bulgarian lands. Mounds. Cemeteries. Works of art. Nature of the Neolithic culture. Cultural heritage in the Bulgarian lands from the Antiquity. Sites and monuments of early medieval culture in the Bulgarian lands. Cultural heritage of the First Bulgarian Empire in the Christian era - IX - XI century Bulgarian medieval culture during the Second Bulgarian Kingdom. Bulgarian Revival - epoch of formation and consolidation of the new bourgeois culture of the Bulgarians. Cultural foundations of the Bulgarian Revival - character key motifs. Main stages of the Renaissance. Main objects of the Renaissance heritage. Monasteries during the Renaissance - the main object of Renaissance culture. Nature and essence of the New Bulgarian culture from the Liberation until 1944 the main focus of the new Bulgarian culture. Contemporary Bulgarian culture. Main characteristics and key objects.

Teaching and assessment:

Classes include the following components: introduction of new information, summary and revision, discussion, presentation and analysis of self- performed tasks (project assignments, presentations, case studies). Students take two tests during the semester. The requirements for the semester are regular attendance and completion of assigned tasks. The course ends with a written exam.

CULT TOURISM

ECTS credits: 5

Hours per week: 21 +0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 6

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course "Cult Tourism" is aimed at getting acquainted with the possibilities of forming a product of the cult tourism as an important subsystem of the resource potential of cultural tourism in the world, Europe and Bulgaria. Topicality of the issues is determined by the growing importance of cultural tourism in the world and in Bulgaria. Our country has a rich cultural and historical heritage of which are reserved unique religious monuments of prehistory, the Thracian times, Middle Ages and Renaissance. The course follows the basic theoretical iconic performances and features of the main and most common confessions as Jewish, Christian, Muslim and Buddhist religion and their importance and influence on the historical development of Bulgaria, Europe and the world. The main and most attractive cult-religious cultural and historical monuments in Bulgaria, Europe and the world, which are an important tourist potential and resources. The main socio-economic, ethno psychological and other factors that influence the development of the cult tourism. Special attention is paid to the current vision of leading experts on religion and symbolism and their place in tourism and tourism product have been analysed. Different stages of formation of the product of the cult tourism have been examined in their logical sequence the.

Course content:

Definition and characteristics of the cult tourism. Prerequisites for the development of religious tourism. The tourism resource cult tourism. Trends in iconic tourism. Tourism product in the cult tourism. Religious monuments and centers. Services supporting the organization and conduct of a tourist trPR.

Teaching and assessment:

Teaching course takes the form of lectures. The course ends with an exam. Priority in training has been given to practical and independent work of students. Assessment of the knowledge, skills and competence is made by current control implementation, of serious importance are the results achieved by the set assignments and the final exam.

SOFTWARE PROVISION IN TOURISM

ECTS credits: 5

Hours per week: 21 +0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 6

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course „Software provision in tourism" provides basic knowledge of students from "Tourism" for management systems, paying particular attention to the application of information technologies in specific activities in the field of tourism. The principles of operation of information systems at the local, global and inter-firm level and affect some aspects of information law, security of information and the characteristics of the information society. Today, one of the biggest achievements of the tourism industry is computerized. Case the computer revolution in the field of tourism, acquires characteristics that deserve attention. There are a wide range of economically advanced computer programs available in the majority of tourism businesses, which are often limited by inadequate training of staff working directly with computers and the lack of initiative in management. The course, which is placed in this discipline is the formation of knowledge, a special theoretical and practical knowledge and skills for the selection and management of information assurance hotels, restaurants and related tourist sites and facilities.

Course content:

Information technologies in tourism - overview. Classification of information technology. Impact of information technology on tourism. Characteristics of computer reservation systems. Fidelio reservation system. Amadeus reservation system. Reservation system Galileo. Reservation system Worldspan. Reservation system Sabre.

Teaching and assessment:

The training course includes lectures. Basic knowledge is acquired under compulsory attendance of classes. The topics are mainly focused on familiarization with resource potential for tourism development in the global movement of tourist flows and specific markets. Knowledge in an introduction to tourism, the foundations of a market economy, marketing, etc. Students make one control and one course work during the semester. The requirements for the semester are regular attendance, completion of assigned tasks and participation in collective work.

TOURISM OF THE BALKAN REGION

ECTS: 5

Form of assessment: progress assessment and exam

Semester: 7

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course "Tourism of the Balkan region" is taught to students in the major of Tourism. As a result of the changes, which came into force after 1989, the social and political life in Bulgaria underwent a complete reversal, and gave a new impulse of tourism development as an economic branch. For all that time, including the last several years, there was registered a strong interchange of tourists among the countries of the Balkan region. This is a stable trend, which will continue in the forthcoming years. The acquaintance of the natural and anthropogenic resources, the demographic conditions, the infrastructure and etc. of the countries in the region is of great importance in the teaching process of students. Under consistent observation are the subjects related to the tourism development in separate countries and the specific features of the territorial distribution of the facilities and some related to them problems. An in-depth analysis is made of the active and passive international tourism, and of domestic tourism, too. Subject to clarification are the problems and the tasks related to the resort tourism zoning. Special attention is paid on the organization and the territorial specific features of the seaside, mountain and balneo-resorts in these countries, on the cultural and historical complexes and etc. At the same time, from a practical perspective, the course goes beyond the geographical definition of Balkan countries, in order to encompass countries such as Cyprus, Slovenia, a major part of Turkey, which is located also out of this region. Under consistent observation are the subjects related to the tourism development in separate countries and the specific features of the territorial distribution of the facilities and some related to them problems. An in-depth analysis is made of the active and passive international tourism, and of domestic tourism, too. Subject to clarification are the problems and the tasks related to the resort tourism zoning.

Course content:

Factors in tourism development. Tourism as a multi-faced phenomenon. Basic concepts in tourism. Tourism development in XIX and XX centuries. Factors, influencing on the tourism development. Statistics and geography of tourism flows, revenues and expenditures. Main indicators of tourism activity. Geography of the tourism flows. Geography of the tourism revenues and expenditures. . Tourism regions around the world. Europe. America. Asian and the Pacific region. Middle East. South Asia. Africa. Classification of the types of tourism. Main types of tourism in the countries of the Balkan region. Curative (medical) tourism. Sport tourism. Cultural tourism. Business tourism. Religious tourism. Yacht tourism. Cruise tourism. Mountain tourism. Seaside tourism. Rural tourism. Ecotourism. Slovenia. Croatia. Bosnia and Herzegovina. Serbia. Macedonia. Kosovo. Albania. Greece. Turkey. Cyprus. Romania.

Teaching and assessment:

The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be individual and in workgroups. Knowledge, skills and expertise in developing both practical exercises and the assignments and course work are assessed. Ongoing control at each session is envisaged. The aim of the ongoing control is to establish liability in respect of the prior training in systematic learning, formation of applied thinking skills information products and ability to work as a team. It is envisaged that the ongoing control is carried out by the following methods: Discussion, argumentation of opinion on the preliminary work; Defence of implemented cases and tasks; Check of theoretical and practical assimilation of the educational material; Presentation and persuasion in presenting their own ideas.

QUALITY SYSTEMS IN TOURISM

ECTS: 6

Form of assessment: progress assessment and exam

Semester: 7

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course Systems for Quality in Tourism is an important part of the Tourism students' training. The program includes a system of terms, categories, laws, principles and concepts of the quality management. This system

Hours per week: 31+0s

Exam type: written

Hours per week: 31+1s

Exam type: written

builds a set of knowledge, which by its subject, methods and structure has all the prerogatives of a certain scientific course.

Course content:

Product Quality Management. Firm Policy. Selection of a System Model. System Internal Enactments. System Development, Implementation and Audit. Sample Projects: Manual For Quality Of Tourism Enterprise; Documented Procedure For A Catering Operation; Documented Procedure For A TrPR To Greece, Cyprus, Slovenia and Spain; Working Instruction For Kitchen Personnel; Working instruction for stewardess, Firm Standard Of Restaurant Service Quality. International Legal Sources For Quality System Development In The Field Of Tourism. Classification Requirements in Tourism.

Teaching and assessment:

The training course includes lectures and seminars during which students accumulate the necessary minimum of knowledge. The required volume of knowledge is acquired by regular attendance in seminars and students' work on their own on particular topics. Papers and written assignments are discussed during seminars. The training course finishes with an exam at the end of the semester. A priority in the training is given to the practical and individual work of students. Knowledge, skills and competence are assessed during seminars, by the ongoing control and by the achieved results of different assignments and tests.

FUNDAMENTALS OF LAW

ECTS credits: 5

Hours per week: 21+0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 7

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course presents the education regulations in the national legislation in their interaction with the main branches of the public and civil law. Students study the regulations and laws of education as an element of education management and state regulation.

Course content:

Basics of law and general theory of law. Origin and essence of law; Positive law systematization; Public and private law; General characteristics of law sources; Classification; Legal standards – definition and types; Legal facts and relations; Force of law; Interpretation of law; Application of law; Legal entities; Individuals and entities; Specific economic rules in the tourism system; Employment and employment agreements in the tourism system; Salary system in tourism; Work discipline and responsibility; Employment suspension in tourism; Classification.

Teaching and assessment:

The training course includes lectures and seminars during which students accumulate the necessary minimum of knowledge. The required volume of knowledge is acquired by regular attendance in seminars and students' work on their own on particular topics. Papers and written assignments are discussed during seminars. The training course finishes with an exam at the end of the semester. A priority in the training is given to the practical and individual work of students. Knowledge, skills and competence are assessed during seminars, by the ongoing control and by the achieved results of different assignments and tests.

FESTIVAL TOURISM

ECTS credits: 5

Hours per week: 21+0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 7

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The specialized course provides information on trends in world tourism industry in particular - Event Management. The aim is for students: (I), to acquire basic theoretical knowledge of the nature of festival tourism; (II) to know the basic kinds of festivals and their characteristics; (Iii) be familiar with the stages in the process of planning the festival. Goals and objectives to equip students with basic knowledge and practical skills in teaching material focusing on the planning and conduct of festivals. Anticipated results are expressed in the acquisition of ability by students to correctly identify the types of festivals to draw up a plan for organizing the festival and apply tools for managing it.

Course content:

Tourism Events. History festivals. Types of festivals. Economics of experiences. Project management. The festival as a project. Stages in planning the festival. Site selection and program. Finance and budget management. Managing people's behaviors. Marketing the festival activities. Festivals and tour operator. Risk Management.

Teaching and assessment:

The training course includes lectures and seminars during which students accumulate the necessary minimum of knowledge. The required volume of knowledge is acquired by regular attendance in seminars and students' work on their own on particular topics. Papers and written assignments are discussed during seminars. The training course finishes with an exam at the end of the semester. A priority in the training is given to the practical and individual work of students. Knowledge, skills and competence are assessed during seminars, by the ongoing control and by the achieved results of different assignments and tests.

PR IN TOURISM

ECTS credits: 5**Hours per week: 21+0s****Form of assessment:** progress assessment and exam**Exam type:** written**Semester: 7****Methodological guidance:**

Department of Tourism

Faculty of Economics

Annotation:

The course "PR in tourism" is designed for students as specialized information on tourism. The aim is for students: (i) to acquire theoretical knowledge and practical information on the nature and importance of public relations in marketing tourist products and services; (ii) To know the specifics related to the communication process and different methods of PR; (iii) be able to analyse the image of a tourist enterprise and positioning of tourism products and peculiarities of the mark; And (iv) reflect the characteristics associated with the phases of the life cycle and design of tourism products in the context of PR; (v) to master essential techniques in conducting PR campaigns in order to build trust in the brand and attract the interest of consumer audiences.

Course content:

Nature of PR. The difference between PR and advertising. Types of PR. Methods and techniques. Nature and characteristics of PR campaigns. Features brand and image and methods for their assessment. PR and brand concept. Tasks and objectives of PR. Corporate design. PR as a function of management. PR models. Tools for strategic PR evaluation. Nature and characteristics of the communication process. Experience in tourism and the implications for the design of the tourist offer in the context of a PR campaign. Dramaturgy of experiences in tourism - new expectations and needs of the modern traveller and PR campaigns. Control of the results of the PR.

Teaching and assessment:

The training course includes lectures and seminars during which students accumulate the necessary minimum of knowledge. The required volume of knowledge is acquired by regular attendance in seminars and students' work on their own on particular topics. Papers and written assignments are discussed during seminars. The training course finishes with an exam at the end of the semester. A priority in the training is given to the practical and individual work of students. Knowledge, skills and competence are assessed during seminars, by the ongoing control and by the achieved results of different assignments and tests.

BUSINESS COMMUNICATIONS IN ENGLISH, PART II

ECTS: 6**Hours per week: 01+4s****Form of assessment:** progress assessment and exam**Exam type:** written**Semester: 7****Methodological guidance:**

Department of Tourism

Faculty of Economics

Annotation

The course continues the specific language training for specific purposes (tourism). During the course specific skills to communicate in a business environment are fostered. Special attention is paid to the role of communication in the field of tourism. The course develops three types of skills - reading, speaking and writing, much attention being paid to improving the ability of students to practice the language in a business environment. Specific tourism-related English vocabulary is taught. By the end of the course students are supposed to be aware of the vast majority of communicative situations that their future jobs could offer. The

textbook is designed exclusively for the hospitality industry, providing a range of tourist terms while working with original texts from the area of tourism. Grammar is practiced through examples of different situations on the plane, bus, hotels, restaurants, travel agencies, etc.

Course content:

Types of Accommodation: Hotel, Hostel, Lodge, Campsite. Hotel Facilities: Indoors and Outdoors. Staffing and Internal Organization: Staff Tree; Job Requirements; Letter of Application. Reservations: Phone Calls and Faxes; Individual and Company Booking. Check-in and Check-out: Procedures and Time. Hotel and Restaurant Services: Dry Cleaning and Laundry; Housekeeping; Entertainment; Dinner; Various Dishes – Full-Course-Meals and Drinks. Money Matters: Items on a Hotel Bill; Methods of Payment – Cash, Cheque, Credit Card; Taxis and Tipping. Dealing with Complaints: Responding to a Complaint, Apology and Action. Off-site Services: Excursions, Walking Tours, Sporting Activities, Cruises, Pony-trekking, Fishing Trips, Plane Trips, Water Skiing, etc. The Business Traveller: VIP, CIP and VVP Guests; Special Facilities. Conferences: Business and Social Meetings and Events; Conference Equipment; Grand Opening. Tour operation – planning: Route, Things to Do, Places to Go and Places to Stay. Tour operation – execution: Group Check-in List; Guests' Preferences; Resort Representatives; Holiday Surveys. Hotel Chains and Independent Hotels: Articles from Newspapers and Trade Magazines. Hotel Documents: Hotel Register, Reservation Form or Card, Daily Arrival List /Reservation Diary/, Reservation Chart, Guest Index, Guest History.

Teaching and assessment:

Seminars are held with the active participation of students who are involved in many RPGs in the field of tourism industry, present examples of messages (written assignments) according to the studied correspondence types. Each student is assigned an individual task during the semester to produce and present a certain piece of official text. As the level of knowledge of the language for these students is high enough, each topic makes it possible to simulate potential real –life business situations. Evaluation is done through ongoing monitoring - participation in seminars, performing individual tasks, results on ongoing assessment tests, etc. This control amounts to a total of 30 points. The final exam consists of a test based on the material studied (40 points) and a written assignment on a given problem (30 points).

BUSINESS COMMUNICATIONS IN GERMAN, PART II

ECTS: 6

Form of assessment: progress assessment and exam

Semester: 7

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation

The aim of the course is to both provide students with knowledge in some essential spheres of grammar and prepare them for free communication in the fields of economy, tourism, society and everyday life. Since the course is at once practical and theoretical, the exercises require students' active involvement in class and responsibility in their extracurricular work. The main objective is the introduction of the new specialized terminology and specific use of language. Along with the newly imparted knowledge, some major language areas such as grammar, syntax and styling of expression are reviewed. The main tasks assigned during the training course in business German are as follows: effective and integrative development of language skills, self-study and enrichment of specialized economic vocabulary in German; production of specific texts such as a CV, an application cover letter, a hotel reservation, etc.

Course content:

Grundfragen der Volkswirtschaftslehre. Handel. Umsätze im Einzelhandel. Bedürfnisse. Nutzen. Nachfrage. Werbung. Werbeausgaben. Fachbegriffe aus der Werbung. Werbesprüche. Produktionsfaktoren, Kosten, Angebot. Vollkommene Konkurrenz. Fachvokabular. Preisbildung, marktgleichgewicht, Elastizität der Nachfrage und des Angebots, weitere Marktformen. Banken. Kreditkarte. Eurocheque. Bankangebote für junge Leute im Vergleich. Güter- und Geldkreislauf. Geld. Handels-, Ertrags- und Zahlungsbilanz. Import. Export. Zuordnung von Unternehmen, Produkten, Branchen. Aspekte. Das deutsche Export-Sortiment. Der Staat und seine Finanzen. Steuern und Zölle. Moderne Technologie. Konjunkturelle Selbststeuerung, Keynesianismus oder Monetarismus? Das Wirtschaftswachstum und die Umwelt. Zusätzliche Übungen – Teil, Themenkreis Inflation. Zusätzliche Übungen – Teil, Themenkreis Managerseminare. Abschlussbestimmungen. Vorbereitung zur Prüfung.

Teaching and assessment:

Seminars are held with the active participation of students who are involved in many RPGs in the field of tourism industry, present examples of messages (written assignments) according to the studied correspondence types. Each student is assigned an individual task during the semester to produce and present a certain piece of

official text. As the level of knowledge of the language for these students is high enough, each topic makes it possible to simulate potential real –life business situations. Evaluation is done through ongoing monitoring - participation in seminars, performing individual tasks, results on ongoing assessment tests, etc. This control amounts to a total of 30 points. The final exam consists of a test based on the material studied (40 points) and a written assignment on a given problem (30 points)

BUSINESS COMMUNICATIONS IN FRENCH, PART II

ECTS: 6

Form of assessment: progress assessment and exam

Semester: 7

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation

The course aims at building, enriching and improving the acquired language skills with typical categories, concepts and vocabulary. Using contemporary state-of-the-art packages for learning French for specific purposes as well as multimedia students continue dealing with specialized texts in the field of tourism, economy, trade, etc. The themes are closely related to professional life. Situations that develop students' communication skills are simulated. Students' knowledge of grammar is consolidated by means of using authentic teaching materials. The techniques of "reading comprehension" of specialized foreign language literature as well as of information from electronic and other sources are improved. The authentic study texts, videos and multimedia foreign language learning products facilitate the development of skills for oral and written communication in real working situations.

Course content:

Le tourisme international. Le produit touristique et la distribution du produit touristique. La France touristique. Le développement du tourisme en France. La variété du tourisme français (culturel, balnéaire, rural, montagnard, industriel, gastronomique, sportif). Douane et visas. Demande de visa. Documents de voyage. Formalités douanières. Change et devises. L'hôtellerie La restauration Lettres et documents administratifs. Remplir un document administratif. Rédiger et présenter une lettre administrative. Formules à utiliser. Offres d'emploi et candidatures. Rédiger un curriculum vitae et une lettre de motivation. Les transports (routiers, ferroviaires, maritimes, aériens, par voie d'eau intérieure). Le marketing. L'essence et le contenu de la conception du marketing. La stratégie du marketing international. Les banques. Sortes de banques. Opérations bancaires. Instruments de paiement et de crédit. Mass média Le tourisme international. Le produit touristique et la distribution du produit touristique. La France touristique. Le développement du tourisme en France. La variété du tourisme français (culturel, balnéaire, rural, montagnard, industriel, gastronomique, sportif). Douane et visas. Demande de visa. Documents de voyage. Formalités douanières. Change et devises. Lettres et documents administratifs. Remplir un document administratif. Rédiger et présenter une lettre administrative. Formules à utiliser. Offres d'emploi et candidatures. Rédiger un curriculum vitae et une lettre de motivation. Les transports (routiers, ferroviaires, maritimes, aériens, par voie d'eau intérieure). Le marketing. L'essence et le contenu de la conception du marketing. La stratégie du marketing international. Les banques. Sortes de banques. Opérations bancaires. Instruments de paiement et de crédit.

Teaching and assessment:

Classes are held as seminars, but also include elements of a lecture. During the seminars there is a special focus on situational and thematic conversations and talks, monitored by the teacher, but performed entirely by students. The training also includes individual assignments on topics included in the program. The learning process combines both traditional methods and state-of-the-art techniques. Interactive training and audio-visual means are also used. In line with the current trends in foreign language teaching, students are offered lessons using multimedia learning packages and Internet environment. The evaluation of students' knowledge is based on several components. The final assessment is cumulative and is formed by the grades of: a final end-of-semester examination, ongoing assessment tests, students' participation during seminars, and individual work on particular tasks on topics specified by the teacher and based on the content of the course.

BUSINESS COMMUNICATIONS IN RUSSIAN, PART II

ECTS: 6

Form of assessment: progress assessment and exam

Semester: 7

Methodological guidance:

Hours per week: 01+4s

Exam type: written

Hours per week: 01+4s

Exam type: written

Department of Tourism
Faculty of Economics

Annotation

The course in Russian Business - part II is a natural continuation of the results in specialized language training accomplished in Part I of the course. In view of students' career in the field of tourism and business communications, the course focuses on the use of business protocol, Russian speech etiquette and professional terminology. It develops the ability to communicate verbally in various socially determined situations, establishes set phrasal stereotypes, and forms habits of communicating with native speakers of Russian as representatives of another culture. Students' linguistic competence in both structural and functional aspects is raised; strategies for solving communication problems in business and tourism are acquired. The main objective of the course in Business Russian, i.e. the development of professional skills and habits for successful communication in Russian in all areas of the tourism industry, is performed thematically in simulated situations similar to the real business environment. Therefore, multimedia, videos, authentic information sources and opportunities offered by the Internet for the latest real-time communication are extensively used.

Course content:

Терминология. Туризм как крупнейшая и наиболее быстро развивающаяся индустрия мира. Виды туризма. Секреты турбизнеса. Туроператоры. Как стать туроператором? Правовые акты. Реестр туроператоров. Турагенства. Как открыть турагенство? Сети турагенств. Полезные программы. Информация о клиентах и конкурентах. Турсайты. Изготовление турсайта. Раскрутка и продвижение. Шаблоны турсайтов. Туркаталоги. Турконсультация. Турпутевки. Памятки. Организация рекламы. Транспорт всех стран. Авиакомпании. Аэропорты. Авиабилеты. Прокат авто. Страхование. Страховая сумма. Страховая премия. Термины и понятия, принятые в современном международном туризме. Сокращения. Классификация размещения. Питание. Категории отелей. Классификация номеров. Классификация вида из номера. Таможня. Таможенная декларация. Таможенная пошлина. Отели. Бронирование гостиничных услуг на договорных условиях. Заведения общественного питания. Увеселительные заведения. Обслуживающий персонал. Меню. Сервировка стола. Рассадка гостей за столом. Словосочетания и речевые формулы. Профессия администратора гостиницы. Обслуживание клиентов. Прием и оформление постояльцев. Оформление документов, подготовка номеров, перевозка вещей. Организация деятельности обслуживающего персонала. Информирование постояльцев о дополнительных услугах и мероприятиях. Профессия – гид. Профессиональные требования, предъявляемые к гиду. Сопровождение туристов в походах, экскурсиях, автобусных турах, круизах. Архитектурные и исторические памятники. Лексика искусствоведческого и исторического характера. Политическая и экономическая лексика. Чудеса природы. Банковское обслуживание. Деятельность коммерческих банков и их взаимоотношения с клиентами. Терминология и ситуации общения. Потребности туристической индустрии. Общение в Интернете. Глобальные системы бронирования.

Teaching and assessment:

Classes are held as seminars, but also include elements of a lecture. During the seminars there is a special focus on situational and thematic conversations and talks, monitored by the teacher, but performed entirely by students. The training also includes individual assignments on topics included in the program. The learning process combines both traditional methods and state-of-the-art techniques. Interactive training and audio-visual means are also used. In line with the current trends in foreign language teaching, students are offered lessons using multimedia learning packages and Internet environment. The evaluation of students' knowledge is based on several components. The final assessment is cumulative and is formed by the grades of: a final end-of-semester examination, ongoing assessment tests, students' participation during seminars, and individual work on particular tasks on topics specified by the teacher and based on the content of the course.

GUIDING AND TOURIST ANIMATION

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 7

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course aims to get the auditorium acquainted with the basic instruction of the theory and practice in the sphere of the tourist guiding and animation as two very essential and exceptionally actual fields in the technology of the attendant tourist activities. A good ground for carrying out the subject have been the enlarging pretensions of the consumers of the tourist product to the quality of the guiding and animating activities which

Hours per week: 21+1s

Exam type: written

appears to have to be differed from the amateuring and turn into an authoritative job of people of higher qualification, working in the field of tourism and corresponding to the requirements of the law.

Course content:

Social essence of the guiding service and the animation as types of labour in tourism. The guiding service and the animation in the context of communications. Contents of the technological process in the guiding service. Technology of guiding service in tourists` groups. Technology of guiding service in the individual tourists. Technology of guiding service regarding the means of transport. Nature and meaning of the tourist animation. Start and development of the tourist animation. Social – psychological premises for offering the tourist animation. Types of animation. Compulsory components of the animation technology. Technological process of the functional types of animation. Technological process of the structural types of animation. Technology of the animation in the means of transport. Technology of the animation in the hotels and the restaurants.

Teaching and assessment:

The training course includes lectures and seminars during which students accumulate the necessary minimum of knowledge. The required volume of knowledge is acquired by regular attendance in seminars and students` work on their own on particular topics. Papers and written assignments are discussed during seminars. The training course finishes with an exam at the end of the semester. A priority in the training is given to the practical and individual work of students. Knowledge, skills and competence are assessed during seminars, by the ongoing control and by the achieved results of different assignments and tests.

TOURISM INFRASTRUCTURE

ECTS credits: 5

Hours per week: 2l+1s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 7

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

Students become familiar with the role and significance of the types of technical and tourism infrastructure, its territorial forms and specifics as well as the development of the tourism structure as a factor for tourism development. Students accumulate knowledge in the sphere of construction, maintenance and exploitation of the technical and tourism infrastructure.

Course content:

Technical and tourism infrastructure – essence, role and significance for tourism. Classification of infrastructure. Methods of research and analysis of infrastructure. Infrastructure management. Tourism infrastructure projects. European Union programs for infrastructure projects. Organization of the investment process for infrastructure construction. The infrastructure and ecologic policy. System of environment management. Risk management in the construction, maintenance and exploitation of the territorial and tourism infrastructure.

Teaching and assessment:

The training course includes lectures and seminars during which students accumulate the necessary minimum of knowledge. The required volume of knowledge is acquired by regular attendance in seminars and students` work on their own on particular topics. Papers and written assignments are discussed during seminars. The training course finishes with an exam at the end of the semester. A priority in the training is given to the practical and individual work of students. Knowledge, skills and competence are assessed during seminars, by the ongoing control and by the achieved results of different assignments and tests.

CULTURAL TOURISM ITINERARIES

ECTS credits: 5

Hours per week: 2l+1s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 7

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturers:

Annotation:

The course aims to introduce students into the different stages of cultural development of the people, tribes and peoples who inhabited our lands from Ancient times to present days. The subject brings their attention to the main heritage sites in terms of their future career in the different areas of tourism. It is extremely important for students to know how to compile detailed and consistent travel routes related to cultural heritage. The aim of the

course is to thoroughly present the main cultural sites and monuments in the Bulgarian lands and their relation to the Balkan and European cultural development.

Course content:

Sites of Prehistoric cultures in the Bulgarian lands - charts and maps of cultural sites and main centres of the Thracian culture in the Bulgarian lands. Charts, maps, archaeological research; key examples of Thracian art - location, significance, major sites of ancient Greek culture. Character. Location. Sites and centres of ancient Roman culture - description, mapping. Sites and centres of medieval Bulgarian culture (VII - XI century), Medieval sites of Bulgarian Culture (XII - XIV century); sites, centres and examples of Renaissance heritage. Renaissance town, Renaissance house, neighbourhood, churches and monasteries during the Renaissance, the main centres of the New bourgeois culture. Sites and centres of contemporary Bulgarian culture.

Teaching and assessment:

The training course includes lectures and seminars during which students accumulate the necessary minimum of knowledge. The required volume of knowledge is acquired by regular attendance in seminars and students' work on their own on particular topics. Papers and written assignments are discussed during seminars. The training course finishes with an exam at the end of the semester. A priority in the training is given to the practical and individual work of students. Knowledge, skills and competence are assessed during seminars, by the ongoing control and by the achieved results of different assignments and tests.

INTERNSHIP

ECTS: 3

Hours per week: 0l+2s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 7

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturers:

Annotation:

Students acquire knowledge about different lodging facilities, additional hotel services, animation hospitality, welcoming foreign guests in hotel advertising system "All Inclusive" and others. The aim of the course is for students to build on their knowledge and skills in teaching material in the first part of this discipline and to consolidate their knowledge in this area.

Course content:

Characteristics of mass residence - hotel and hotels types (Ordinance for categorization of tourist sites); camping; bungalow, caravan; tourist and holiday (vacation) settlement; villa, hostel, private rooms; chalets, holiday homes, boarding houses. Additional hotel services - nutrition, information, trade, utilities, leisure services, sports and entertainment, spa, cosmetic and other relaxing, rejuvenating services. Room service - serving in the hotel rooms and hotel mini bar. Animation in the hotel - characteristics, features and objectives; Hotel animation types; example of animation program. ALL INCLUSIVE system in the hotel - the definition and development of the concept; advantages and disadvantages of the service ALL INCLUSIVE. Foreign guests - countries whose tourists realize most nights in our hotels; cultural differences; behaviour of staff to foreign tourists. Advertising in hospitality - definition and types; advertising channels and means of dissemination; impact of advertising. The most impressive hotels in the world - the location, shape and structure, products and services, entertainment. Hotels offering extended stay of tourists - special offers and promotion of various additional services. Conditions and standards for opening the spa - Ordinance on the conditions and standards for certification balneo-, spa, wellness and Thalassotherapy centres (www.tourism.government.bg - Ordinance 27.05.2015); presentation of one of the most popular spa resorts in Bulgaria.

Teaching and assessment:

Training course takes the form of seminars. The course ends with an exam. Priority in training is practical and independent work of students. Assessment on the knowledge, skills and competence during seminars in the course of the current control, of serious importance are the results achieved by the set assignments and tests.

COMPETITION AND COMPETITIVENESS OF THE TOURIST PRODUCT

ECTS: 5

Hours per week: 3l+1s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 8

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The objectives of the course are formation of knowledge, special skills and habits for practical activities in enterprises in the tourism sector. The course Competition and Competitiveness of the Tourism Product is an important part of the Tourism students' training. The program includes a system of terms, categories, laws, principles and concepts of the competition and competitiveness of the tourism product. This system builds a set of knowledge, which by its subject, methods and structure has all the prerogatives of a certain scientific course.

Course content:

Contemporary forms of competition in the tourism, competitive advantage in tourism theory of competition, competitiveness and sustainable development of economy, competitiveness of the tourism product, competitive situation, sources of information about the company, competitors, Organized tourism markets as a source of information about competitors; Evaluation of competitiveness of tourism. The theory of needs, the utility theory, the human capital theory, theory of the considered and planned action, theory of the chaos and order, nature and characteristics of the competitiveness of the tourism activities. Criteria and indicators of competitiveness of tourism activities. Evaluation of competitiveness of tourism activities. Evaluation of competitive employment of different categories of staff, evaluating the competitiveness of the tourism product. Criteria and indicators of competitiveness of the product. Infrastructure and superstructure. Nomenclature and assortment of products. Product quality. Product price. Form of service. Operating mode and time of delivery of services in the tourism object. Service environment. Appearance and attitude of staff towards customers. Environmental requirements. Methods of measurement. Assessment methods. Evaluation of competitiveness of different types of tourism competitiveness product. Evaluation of a hospitality product; management mechanisms competitiveness.

Teaching and assessment:

The training course includes lectures and seminars during which students accumulate the necessary minimum of knowledge. The required volume of knowledge is acquired by regular attendance in seminars and students' work on their own on particular topics. Papers and written assignments are discussed during seminars. The training course finishes with an exam at the end of the semester. A priority in the training is given to the practical and individual work of students. Knowledge, skills and competence are assessed during seminars, by the ongoing control and by the achieved results of different assignments and tests.

RECREATIONAL TOURISM

ECTS credits: 6**Form of assessment:** progress assessment and exam**Semester:** 7**Methodological guidance:**

Department of Tourism

Faculty of Economics

Annotation:

Students get acquainted with the place and role of natural and recreational resources in the territorial system of recreation and tourism, the main types of natural resources and their classification, the basic principles and approaches, as well as methodological foundations of studying the natural and recreational resources and conditions in Bulgaria. The nature, characteristics and classification of anthropogenic tourist resources are addressed, their role in modern geographical distribution of tourism, the main types of tourism related to anthropogenic tourist resources as well as those of Bulgaria. The course aims to meet the great need for knowledge of recreation and tourism resources. It is aimed at training students to work actively in this area. They will obtain the necessary information on natural and anthropogenic tourist resources, evaluation methods and approaches for the rational and efficient use and conservation.

Course content:

Nature and significance of the recreation tourism, Bio-climatology. Physical foundations of the medical climatology. Weather and climate. Weather and climate-forming factors. Atmosphere processes. Sun radiation. Physiogeographical conditions. Physiological foundations of the medical climatology. Methods for examination and evaluation of climate and weather forecasts in resorts. General climatological characteristics of the country and physical zoning. Influence of the meteorological factors upon human organism. Sun radiation. Thermal active complex. Aerochemical active complex. Aeroelectrical active complex. Impact of various climatic and geographic zones upon the physiological functions. Climate specific features of the Bulgarian mountains and their impact on the human organism. Non-typical climate zones in Bulgaria. Climate use for healing and preventive purposes. Preventive and healing treatments. Aero therapies. Sun baths. Organization of an optimal sea prevention at seaside resorts and their organizational conditions. Some bioclimatic requirements related to the optimized sea prevention. Facilities of the curative tourism within resort complexes. Requirements toward contemporary balneo-climatic centres. Curative beaches. Climate facilities in mountain resorts. Prevention facilities in sport complexes. Sea balneology. Seawater chemistry. Hydro-chemical and physical features of the

Hours per week: 31+0s**Exam type:** written

Black sea upon the balneological properties of the seawater; use of sea prevention and sea curation methods. Sea balneo-healing. Seawater bathing. Seawater thermal bathing. Seawater gas hot bathing. Algae therapy. Inhalations with seawater. Seawater drinking. Lye-healing. Sand-healing. Mud healing. Physiological effects of healing mud. Healing mud applications. Balneology and balneo treatments. Development of balneology and balneo treatment. Hydrologic foundations of balneology. Nature and composition of mineral waters. Origin theories of mineral waters. Classifications of mineral waters. Balneo technics of mineral waters. Balneology and its nature. Methods for mineral water usage in Bulgaria. Healing opportunities of the Bulgarian mineral waters. Specialization of balneological resorts. Ecotourism. Nature of ecotourism. Prerequisites for development of ecotourism in Bulgaria. Protected areas. Other nature areas. Tourism impact management on nature, including recreation areas zoning, eco-friendly forms of tourism, eco-itineraries and etc. Nature and specific features of rural tourism in Western European member-states of the Economic Community. Demand evolution of rural tourist products. Models of tourist behaviour, impact on the rural tourism development. Nature of the definition of rural tourism. Peculiarities of the organization and management of rural tourism. The role of various subjects related to the organization and management of rural tourism. The role of the municipal administrations for the organization and management of rural tourism. Mountain resorts in Bulgaria – current state, problems and concepts.

Teaching and assessment:

The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be both individual and in work groups. The knowledge, skills and expertise in developing both practical exercises and the homework, computer tests and course assignments are assessed. Ongoing assessment is performed. The aim of the ongoing assessment is to establish responsibility in respect of the prior training in systematic learning, formation of applied thinking skills, work with information products and ability to work as a team.

INTERNATIONAL TOURISM ORGANIZATIONS

ECTS: 5

Hours per week: 3l+1s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 8

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course in International Tourism Organizations has the objective to present the institutionalization of the tourism branch in global, regional and local scale. Students learn about the main and most significant organizations for the tourism development.

Course content:

Tourism policy; Vision, mission and goals of the tourism policy; Control authorities in tourism; State authorities of control; International tourism organizations; World Organization of Tourism; General International Tourism Organizations; International Tourism Organizations in the sphere of travel tour operator and agency activities; International Tourism Organizations in the sphere of hotel and restaurant business; Other International Tourism Organizations.

Teaching and assessment:

The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be both individual and in work groups. The knowledge, skills and expertise in developing both practical exercises and the homework, computer tests and course assignments are assessed. Ongoing assessment is performed. The aim of the ongoing assessment is to establish responsibility in respect of the prior training in systematic learning, formation of applied thinking skills, work with information products and ability to work as a team.

INTERNATIONAL MARKETING

ECTS credits: 5

Hours per week: 3l+1s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 8

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course in International Marketing is designed to acquaint students with the complex and dynamic international marketing environment, international marketing management and coordination problems in the international marketing of goods and services. Students become familiar with the problems and situations faced by both large and small companies in the international market. Students learn the methodology of defining and specifying a target international market and developing a suitable marketing mix to meet customer needs. Special emphases are laid on the importance of the international marketing relevance to the overall corporate strategy of the company. Students examine both the theory and practice of the most successful companies in the development and implementation of their international marketing strategies. They are expected to achieve a balance between gathering knowledge and acquiring skills, development of professional skills and marketing thinking of the future managers.

Course content:

The concept of international marketing. International environment - research, analysis and evaluation. International marketing strategy. International marketing research and marketing information. International product policy. International distribution. International communications. Pricing in international marketing. International marketing of services. Information technologies, Internet and international marketing. The future of international marketing.

Teaching and assessment:

The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be both individual and in work groups. The knowledge, skills and expertise in developing both practical exercises and the homework, computer tests and course assignments are assessed. Ongoing assessment is performed. The aim of the ongoing assessment is to establish responsibility in respect of the prior training in systematic learning, formation of applied thinking skills, work with information products and ability to work as a team.

EQUIPMENT AND FURNISHING OF THE TOURISM PRODUCT

ECTS credits: 5

Hours per week: 3l+1s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 8

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The training course aims to acquaint the students with the types of furniture and equipment used for furnishing and equipping of various facilities at the tourist objects. An emphasis is placed on the practical nature of the activities, on-site introduction to the production, the performance and the realization of various types of equipment and furnishing.

Course content:

Equipment and furnishings in the hotel. Categorization, hotel services and requirements for construction, furniture and equipment in the hotel. Provisional indications of construction elements in buildings, equipment and inside furnishing. Furnishings - classification of furniture, furniture for equipment of hotels, holiday homes, catering establishments, etc. On-site introduction to the sale of furniture in trade facilities of different companies. Wood furniture - types and characteristics. On-site introduction to the production of modular furniture, office furniture and bathroom furniture. Upholstered furniture - types and characteristics. On-site introduction to the production, implementation and operation of upholstered furniture and various commercial sites. Lattice furniture - types and characteristics. Deployment and operation of various types of furniture in tourist objects. On-site introduction to the production and sale of lattice furniture in company stores. Equipment and furnishings in the restaurant. Technical equipment in the restaurant business – classification, machines and equipment, operating rules and requirements for the safety technology. Restaurant services in dining establishments and entertainment. Mechanical and thermal processing - characteristics of the main processes. On-site introduction to the sale of mechanical and thermal equipment in trade facilities. Cooling equipment and facilities for the realization of finished products. Introduction in the trade facilities with the exploitation characteristics of the cooling equipment and the equipment for the realization of finished products. Heating, ventilation and air conditioning, architectural and advertising lighting. Equipment of catering establishments with appliances, garages and other utensils. Visiting a tourist object. Introduction to equipment and furnishing of hotels and catering establishments of different categories and introduction to technology and realization of culinary products. Visiting a tourist object.

Teaching and assessment:

The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be both individual and in work groups. The knowledge, skills and expertise in developing both

practical exercises and the homework, computer tests and course assignments are assessed. Ongoing assessment is performed. The aim of the ongoing assessment is to establish responsibility in respect of the prior training in systematic learning, formation of applied thinking skills, work with information products and ability to work as a team.

COGNITIVE TOURISM

ECTS credits: 3

Form of assessment: progress assessment and exam

Semester: 8

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course aims to enrich students' knowledge in "Tourism" on the world's cultural, historical and natural heritage and to create skills for interpretation of existing resources in a variety of nature tourism programs. The inclusion of the subject in the curriculum is justified by the orientation of the professional training of students to explore and use the resource potential for the goals and needs of domestic and international tourism.

Course content:

World heritage: events, styles, periods, The cultural heritage of primitive society, Antiquity - early Christian and Byzantine Art , Cultural heritage of the Middle Ages, The cultural heritage of the Renaissance, Modern monuments, World Heritage, Protected areas , Natural phenomena, International organizations and international conventions on protection of world cultural, historical and natural heritage, History of arts, Museums and museum networks

Teaching and assessment:

The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be both individual and in work groups. The knowledge, skills and expertise in developing both practical exercises and the homework, computer tests and course assignments are assessed. Ongoing assessment is performed. The aim of the ongoing assessment is to establish responsibility in respect of the prior training in systematic learning, formation of applied thinking skills, work with information products and ability to work as a team.

Hours per week: 21+0s

Exam type: written

ETHNOLOGICAL TOURISM

ECTS credits: 3

Form of assessment: progress assessment and exam

Semester: 8

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

This course is an introduction to relatively new (or at least insufficiently examined for this region) problems of ethnological tourism in Bulgaria and the Balkans as a possible subtype of cultural tourism. Here are some of the questions to discuss in the course: What are the opportunities and perspectives for our region to develop a promising type of tourism, marked an incredible success over the last two decades in Europe and America? Which are the right resources and approaches to transform the regional defects into effects and the borders - into bridges? Can we possibly establish Europe on the Balkans through the introduction and spread of new cross-border activities such as "ethno-tourism" as a subtype of cultural tourism?

Course content:

Cultural nomadism of the Balkans: between the pre-and postmodernity. Ethnological tourism - between business and culture: origin, prerequisites, specifics, subtypes. Legal regulation of ethnological tourism in the EU. Practices and ethnological tourism routes in the EU. Cultural heritage functions for tourism development: potential and problems. Subjects of ethnological tourism. Prerequisites and resources for ethno-cultural tourism development in the Balkans. Inter-neighbouring stereotypes and attitudes of the Balkans. Competences for intercultural dialogue in the Balkans; Principles of development of ethnological tourism routes. Ethno cultural geographies - intangible cultural heritage as a resource for ethno-cultural routes. Musical and dance heritage. Utility codes of the Balkans. Tourism development potential risks. Regional cooperation of the Balkans in terms of ethnological tourism.

Teaching and assessment:

Hours per week: 21+0s

Exam type: written

The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be both individual and in work groups. The knowledge, skills and expertise in developing both practical exercises and the homework, computer tests and course assignments are assessed. Ongoing assessment is performed. The aim of the ongoing assessment is to establish responsibility in respect of the prior training in systematic learning, formation of applied thinking skills, work with information products and ability to work as a team.

VOLUNTEER TOURISM

ECTS credits: 6

Form of assessment: progress assessment and exam

Semester: 8

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

Volunteer tourists are tourists who “volunteer in an organized way to undertake holidays that might involve aiding or alleviating the material poverty of some groups of the society, the restoration of certain environments, or research into aspects of society or environment.” The inclusion of the subject in the curriculum is justified by the orientation of the professional training of students to explore and use the resource potential for the goals and needs of domestic and international tourism.

Course content:

Advent and development of volunteer tourism; The “dark” side of volunteer tourism; Volunteer tourist as a “hero”; Tendencies in volunteer tourism development.

Teaching and assessment:

The training course includes lectures and seminars during which students accumulate the necessary minimum of knowledge. The required volume of knowledge is acquired by regular attendance in seminars and students’ work on their own on particular topics. Papers and written assignments are discussed during seminars. The training course finishes with an exam at the end of the semester. A priority in the training is given to the practical and individual work of students. Knowledge, skills and competence are assessed during seminars, by the ongoing control and by the achieved results of different assignments and tests.

Hours per week: 21+0s

Exam type: written

CONSERVATIONAL NATURE PROTECTION

ECTS credits: 3

Form of assessment: progress assessment and exam

Semester: 8

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

Biodiversity constitutes an important resource for the tourism development. Its preservation underlies the implementation of the concept for sustainable tourism. Special importance in this regard plays the system of protected areas. These areas are reviewed as subject of national and universal heritage; as a specific form of environmental protection, which facilitates the cultural and scientific development and the welfare of society. At the same time, biodiversity protection is of crucial importance for the implementation of the concept for sustainable tourism. The objective of this course is to teach crucial knowledge about the nature and importance of the biodiversity as a resource for tourism development, to cultivate working skills related to the various types of protected areas and the building elements of the biodiversity.

Course content:

Origin, state and development of the problem related to the biodiversity conservation in Europe and the other continents; International cooperation for biodiversity conservation and protected areas, National, nature parks and reserves in Bulgaria, National ecologic network in Bulgaria, Protected zones in Bulgaria, Proclamation and changes in the protected zones, Management and development plans and projects, Conservation of the plant, animal and fungal species. Trade with endangered species of the wild flora and fauna, Conservation of century-old and remarkable trees. Responsible authorities for control and management of the biodiversity, Coercive administrative and penalty provisions

Teaching and assessment:

The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be both individual and in work groups. The knowledge, skills and expertise in developing both

practical exercises and the homework, computer tests and course assignments are assessed. Ongoing assessment is performed. The aim of the ongoing assessment is to establish responsibility in respect of the prior training in systematic learning, formation of applied thinking skills, work with information products and ability to work as a team.