



**SOUTH-WEST UNIVERSITY "NEOFIT RILSKY"**

*Blagoevgrad 2700, 66 Ivan Mihaylov Street  
Tel. + 359 /73/ 8855 01, Fax: + 359 /73/ 8855 16*

*E-mail: [info@aix.swu.bg](mailto:info@aix.swu.bg)  
<http://www.swu.bg>*

## **Department of Tourism ECTS Information Package**

### **Major of Tourism Master Program: Management of the alternative types of tourism**

#### **Requirements to the professional qualities and competence of those who have graduated the above major:**

The Master degree programme is envisaged to upgrade both the theoretical knowledges and the practical skills which provide opportunities for setting and organizing of one's own tourism business and/or of working successfully on high-level management positions in the field of tourism. Therefore, the curriculum comprises courses which define and master the basics of knowledge and practical skills in the management, planning and corporate policy of enterprises working in the field of the alternative types of tourism.

#### **Requirements to the specialist's training:**

The persons who are to complete the educational and qualification degree of Master in "Management of the Alternative Types of Tourism" shall be able to possess and exercise concrete skills in field of:

- management of alternative types of tourism - business, congress, spa, wellness and others;
- tourism territory planning;
- logistic and resource supply of the tourism industry;
- corporate strategies and pricing in the alternative tourism enterprises;
- trends in the tourism business development in global scale (the EU and worldwide);
- legal regulations in the field of Tourism.

#### **The specialist who has received a master degree in this program shall be able:**

- to be aware of the specifics of quality systems management in the alternative tourism enterprises and the set of quality criteria and indicators and the competitiveness of the tourist product and activities;
- to have a high degree of autonomy in making and taking managerial decisions in the field of tourism.

All these envisaged skill require the education and training received to be focused on the implementation of the theoretical knowledges in practical, often simulated situations and in solving specific practical cases.

The gained knowledge and practical experience should be integratively applied in the analysis of:

- tourism services market;

- the tourism resources condition and development in the different geographic regions;
- compliance with the enactments in the hotel and restaurant business, tour operators and tour agents, advertising and others; tourism-related activities.

The master degree programme in Management of the Alternative Types of Tourism ends with a preparation of a master degree thesis, the topic of which complies with the individual interests of the students and shall correspond to their future professional and career realization.

After graduating and being awarded with educational and qualification degree of Master in the professional qualification "Management of the Alternative Types of Tourism" the graduates can work in the field of business, eco, cultural and heritage, hunting, extreme, ethnographic and other types of tourism as managers of small and medium tourism enterprises.

Graduates from the program in Tourism may exercise these professions and occupying the respective position according to the National Classification of Occupations, 2011:

- 1412/2003 Manager, cafeteria; - 1412/3004 Manager, shop / café; - 1412/3005 Manager, bar; - 1412/3006 Manager, restaurant; - 1412/3007 Manager, chair; - 1412/3008 Manager, preparation and delivery of food / catering /; - 1412/3009 Head, Department Restaurant; - A holder 1412/3011, restaurant; - 1431/3015 Manager, recreation; - 1431/3017 Manager, casino; - Manager 1431/3020, entertainment / amusement parks; - 1431/6021 Head, department of cultural activities; - 1431/6022 Head, recreation; - 1431/6023 Head, sports activities; - 1439/3001 Manager, restaurant service population; - 1439/3003 Manager, camping; - 1439/3004 Manager, travel agency; - 1439/3005 Manager, Service Bureau; - 1439/3006 Manager, hut; - 1411/3001 Head, Department Hotel; - 1411/3002 Manager, Hotel; - 1411/3003 Manager, motel; - 1412/3001 Manager, catering establishment; - 1439/6007 Head, department of tourism agencies; - 1439/3008 Head, contact center; - 1439/3009 Head, conference center; - 4224/2001 Receptionist, Hotel; - 4224/3002 Administrator hotel; - 1120/7014 Deputy Director venture; - 1439/3006 Manager, hut; - 1411/3001 Head, Department Hotel; - 1411/3002 Manager, Hotel; - 1411/3003 Manager, motel; - 1412/3001 Manager, catering establishment; - 1439/6007 Head, department of tourism agencies; - 1439/3008 Head, contact center; - 1439/3009 Head, conference center; - 4224/2001 Receptionist, Hotel; - 4224/3002 Administrator hotel; - 1120/7014 Vice Director, enterprise; - 1120/7015 Deputy Head, Cooperative; - 1120/7016 Vice-President, board / board of directors, company; - 1120/7017 Deputy CEO; - 1120/7018 Chairman, Management Board / Board of Directors / trading company; - 1120/7019 Chairman, Supervisory Board in a company; - 1120/7020 Member, Board of Directors; - 1120/7021 Member, Management Board; - 1120/7022 Procurator / commercial manager /; - 1120/7023 Manager; - 1213/5046 Project Manager.

The qualification characteristics of the major "Tourism" for the Master's degree with a professional qualification in "Management of the Alternative Types of Tourism" is a key document that determinates the development of the curriculum and educational programs. it is consistent with the Higher Education Act, the Ordinance on state requirements for acquiring the degrees of "master", "Bachelor", "Specialis" and the regulations of SWU "Neofit Rilski" .

## CURRICULUM STRUCTURE

PROFESSIONAL FIELD: TOURISM

MAJOR: TOURISM

EDUCATIONAL AND QUALIFICATION DEGREE: MASTER

MASTER PROGRAM: MANAGEMENT OF THE ALTERNATIVE TYPES OF TOURISM

PROFESSIONAL QUALIFICATION: MASTER OF MANAGEMENT OF THE ALTERNATIVE TYPES OF TOURISM

FORM OF EDUCATION: FULL-TIME AND PART-TIME

<b>First year</b>			
<b>First semester</b>	ECTS credits	<b>Second semester</b>	ECTS credits
1. Tourism of the Balkan region 2. Systems of quality in tourism 3. Conjunction in the tourism industry 4. Elective course 5. Elective course	6.0 6.0 6.0 6.0 6.0	1. Competiton and competitiveness of the tourist product 2. Recreational tourism 3. Nature conservation 4. Elective course 5. Elective course	6.0 6.0 6.0 6.0 6.0
<b>Elective courses (students choose two courses)</b>		<b>Elective courses (students choose one course)</b>	
1. Basics of law 2. Festival tourism 3. PR in tourism 4. Guiding and tourism animation 5. Tourism infrastructure 6. Development of routes for cultural tourism	6.0 6.0 6.0 6.0 6.0 6.0	1. International tourism organizations 2. Equipment and furnishing of tourist establishments 3. International marketing 4. Cognitive tourism 5. Ethnological tourism 6. Volunteer tourism	6.0 6.0 6.0 6.0 6.0 6.0
	Total 30		Total 30
<b>Second year</b>			
Third semester	ECTS credits	Fourth semester	ECTS credits
1. Management of investments in alternative tourism enterprises 2. Quantitative methods and information technologies in tourism management 3. Spatial planning of recreation and tourism 4. Reengineering in alternative tourism enterprises 5. Elective course 6. Elective course	5.0 5.0 5.0 5.0 5.0 5.0	1. Green tourism 2. Congress tourism 3. Business tourism 4. Elective course  State exam or defence of a master degree thesis	4.0 4.0 4.0 3.0  15.0
<b>Elective courses (students choose two courses)</b>		<b>Elective courses (students choose one course)</b>	
1. Corporate management of alternative tourism enterprises 2. Corporate strategies of alternative tourism enterprises 3. European economy 4. Pricing of alternative tourism enterprises 5. Strategic planning in alternative tourism enterprises	5.0 5.0 5.0 5.0 5.0	1. Historical and heritage tourism 2. Urban tourism 3. Cruise tourism 4. Management of risk in alternative tourism enterprises 5. Spa and Wellness tourism	3.0 3.0 3.0 3.0 3.0
	Total 30		Total 30

**TOTAL FOR 2 ACADEMIC YEARS: 120 CREDITS**

## DESCRIPTION OF ACADEMIC COURSES

Major: Tourism

Master program: Management of the alternative types of tourism

### TOURISM OF THE BALKAN REGION

**ECTS credits:** 6

**Form of assesment:** ongoing assessment and exam

**Semester:** 1

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

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.

**Course content:**

The Balkan Peninsula. Geographical position. Limits size. Horizontal segmentation. Vertical segmentation. Basic morphological structural features. Major geo-morphological features. Climate. Water on land. Soil cover. Vegetation. Fauna. Some features in the historical development of the Balkan region. Contemporary political map of the Balkans. Population. State and government. Economy. Slovenia, Croatia, Serbia and Montenegro, Greece, Turkey, Cyprus, Albania, Macedonia, Bosnia and Herzegovina, Romania;

**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:** 31 + 0s

**Exam form:** written

### SYSTEMS OF QUALITY IN TOURISM

**ECTS credits:** 6

**Form of assesment:** ongoing assessment and exam

**Semester:** 1

**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 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 Trip 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:**

**Hours per week:** 41 + 1s

**Exam form:** written

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.

### CONJUNCTURE IN THE TOURISM INDUSTRY

**ECTS credits: 6**

**Form of assesment:** ongoing control and exam

**Semester: 1**

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation**

The course is designed for students as specialized information about the specifics of conjuncture studies and forecasts in the tourism industry in the international and national aspect. The aim is for students: (i) to acquire knowledge about the place and role of conjuncture studies and forecasts in the international tourism; (ii) To rationalize the functions of conjuncture studies in international tourism; (iii) to know cyclical forecasts and analysis as a tool for production management in the tourism industry; (iv) be able to apply the method of conjuncture studies and forecasts in the international tourism; (v) be familiar with the specific difficulties and weaknesses in the compilation of tourist conjuncture forecasts.

**Course content:**

Features and factors behind the situation of the tourism market. Place and role of conjuncture studies in the tourism industry. Features cyclical studies in international tourism. Conjuncture forecasts as a tool of production management in the tourism industry. Global and regional tourism fairs - a reflection of the situation in the tourism industry. Requirements methodology for tourist conjunctural analysis and forecasting. Specific difficulties and weaknesses in the compilation of tourist cyclical forecasts. Long-term, short-term operational and market-price study and methodology for compiling tourist cyclical forecasts. Methods to ensure long-term conjunctural analysis and forecasting. Methodology to implement short-term conjunctural analysis and forecasting. Methodology for the implementation of operational tourist ad hoc study. System information in a tourist ad hoc study. Primary and secondary sources of information about the conjunctural situation in the tourism industry. Planning and organization of work in the conduct of cyclical tourist studies. Leading international organizations engaged in tourism cyclical studies: World Tourism Organization, the World Council on Travel and Tourism (Chicago) and others. Leading international private companies and non-profit organizations specialized in conducting ad hoc studies.

**Teaching and assesment:**

Training takes the form of lectures. The course ends with an exam. Priority in training is given to practical and independent work of students. Knowledge, skills and competence are assessed through ongoing control and by the achieved results of different assignments and tests.

**Hours per week:** 4l + 0s

**Type of exam:** written

### BASICS OF LAW

**ECTS credits: 6**

**Form of assesment:** ongoing assessment and exam

**Semester: 1**

**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; Idividulas 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.

**Hours pwe week:** 4l + 0s

**Exam form:** written

**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: 6****Form of assessment:** ongoing control and exam**Semester: 1****Methodological guidance:**

Departement of Tourism

Faculty of Economics

**Annotation:**

The course presents specialized information on trends in the tourism industry and events management in particular. The aim is for students: (i) to acquire basic theoretical knowledge about the essence of the festival tourism; (ii) To know the basic kinds of festivals and their specifics; (iii) to know the stages in the process of planning the festival. It aims to equip students with basic knowledge and practical skills in focusing on the planning of festivals. Anticipated results include the acquisition of the ability to correctly identify the types of festivals, to draw up a plan for organizing the festival and apply tools for managing it.

**Course content:**

Event tourism. History of festivals. Types of festivals. Experience Economy. Project management. The festival as a project. Stages in planning the festival. Site selection and program. Finance and budget management. Staff management. Marketing the festival activities. Festivals and tour operator. Risk Management.

**Teaching and assessment:**

Training takes the form of lectures. The course ends with an exam. Priority in training is given to practical and independent work of students. Knowledge, skills and competence are assessed through ongoing control and by the achieved results of different assignments and tests.

## PR IN TOURISM

**ECTS credits: 6****Form of assessment:** ongoing control and exam**Semester: 1****Methodological guidance:**

Departement of Tourism

Faculty of Economics

**Annotation:**

The course "PR in tourism" is designed for students as specialized information on tourism supply. 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 analyze 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 traveler and PR campaigns. Control of the results of the PR.

**Teaching and assessment:**

Training takes the form of lectures. The course ends with an exam. Priority in training is given to practical and independent work of students. Knowledge, skills and competence are assessed through ongoing control and by the achieved results of different assignments and tests.

## GUIDING AND TOURIST ANIMATION

**ECTS credits:** 6

**Form of assessment:** ongoing assessment and exam

**Semester:** 1

**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 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:** 6

**Form of assessment:** ongoing assessment and exam

**Semester:** 1

**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.

## DEVELOPMENT OF ROUTES FOR CULTURAL TOURISM

**ECTS credits:** 6

**Form of assessment:** ongoing assessment and exam

**Semester:** 1

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**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 centers 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 centers of ancient Roman culture - description, mapping. Sites and centers of medieval Bulgarian culture (VII - XI century), Medieval sites of Bulgarian Culture (XII - XIV century); sites, centers and examples of Renaissance heritage. Renaissance town, Renaissance house, neighborhood, churches and monasteries during the Renaissance, the main centers of the New bourgeois culture. Sites and centers 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.

## **COMPETITION AND COMPETITIVENESS OF THE TOURIST PRODUCT**

**ECTS credits:** 6

**Form of assessment:** ongoing assessment and exam

**Semester:** 2

**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 produkti. Evaluation of a hospitality product; management mechanisms competitiveness.

**Teaching and assessment:**

**Hours per week:** 41 + 0s

**Exam form:** written

**Hours per week:** 31 + 1s

**Exam form:** written



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 assesment:** ongoing assessment and exam

**Semester:** 2

**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. Physicogeographical 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. Aerotherapies. 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 centers. Curative beaches. Climate facilities in mountain resorts. Prevention facilities in sport complexes. Sea balneology. Seawater chemistry. Hydro-chemical and physical features of the 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. Algaetherapy. 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 ectourism. 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 behavior, 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.

## NATURE CONSERVATION

**ECTS credits:** 6

**Form of assesment:** ongoing assessment and exam

**Semester:** 2

**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.

**Hours per week:** 41 + 0s

**Exam form:** written

## INTERNATIONAL TOURISM ORGANIZATIONS

**ECTS кредити:** 6

**Form of assesment:** ongoing assessment and exam

**Semester:** 2

**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.

## EQUIPMENT AND FURNISHING OF TOURIST ESTABLISHMENTS

**ECTS credits:** 6

**Hours per week:** 41 + 0s

**Form of assessment:** ongoing assessment and exam

**Exam form:** written

**Semester:** 2

**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.

## INTERNATIONAL MARKETING

**ECTS credits:** 6

**Hours per week:** 41 + 0s

**Form of assessment:** ongoing assessment and exam

**Exam form:** written

**Semester:** 2

**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.

## COGNITIVE TOURISM

**ECTS credits:** 6

**Hours per week:** 41 + 0s

**Form of assesment:** ongoing assessment and exam

**Exam form:** written

**Semester:** 2

**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.

## ETHNOLOGICAL TOURISM

**ECTS credits:** 6

**Hours per week:** 41 + 0s

**Form of assesment:** ongoing assessment and exam

**Exam form:** written

**Semester:** 2

**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. Ethnocultural 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:**

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**Hours per week:** 41 + 0s**Form of assesment:** ongoing assessment and exam**Exam form:** written**Semester:** 2**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.

## MANAGEMENT OF INVESTMENTS IN ALTERNATIVE TOURISM ENTERPRISES

**ECTS credits:** 5**Academic hours per week:** 31 + 1s**Form of assesment:** ongoing assessment and exam**Exam form:** written**Semester:** 3**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

Investments are one of the most significant factors for economic prosperity of every economy. In this sense, making the right investment decisions depends on the knowledge and skills that finance managers, shareholders and private entrepreneurs should possess. The course aims to find the balance between the theoretical interpretation of the problems in question and their application in the practical analysis and assessment of the firm investment decisions.

**Course content:**

Characteristics and structure of investments: Types of investments; Investment management. Choice of investment strategy. Characteristics of investment decisions. Negotiations in the investment process. Application documents for investment projects financing. Types of investment - according to investment purposes, according to the types of assets and according to their use. Main features of investment management, key elements of the management process - analysis, planning, control, calculation of minimum turnover, point of profitability, planning methods - selection criteria, matrix losses, decision-making matrix for investment. Choice of investment strategy - areas of investment, systematization, defining classes, required internal rate of return, election assessment. Characteristics of investment decisions and methodological requirements for the evaluation and selection of investment decisions, calculation of future values, selecting a discounted rate. Economic evaluation of investment decisions - net present value and internal rate of return. Period of return on investment and rate of return. Evaluation of architectural and construction solution - territory utilization rates, volume-planned decision making, height configuration of the building, saturation of the site with structural elements, etc. Evaluation of technical and technological level of investment decisions - basic criteria (art, structure, equipment, equipment of work, working conditions, etc.). Organization of investment process - investment process model, participants, factors affecting the efficiency of the process. Negotiating in the investment process - organization, terms and conditions of contracts. Documentation for applying for financing investment projects.

**Teaching and assessment:**

The course includes lectures and seminars during which students accumulate the necessary minimum of knowledge. The 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 assignment modules and tests.

**QUANTITATIVE METHODS AND INFORMATION TECHNOLOGIES  
IN TOURISM MANAGEMENT**

**ECTS credits:** 5

**Academic hours per week:** 31 + 0s

**Form of assessment:** ongoing assessment and exam

**Exam form:** written

**Semester:** 3

**Methodological guidance:**

Department of tourism

Faculty of economics

**Annotation:**

The topics in the course are selected in accordance with the recent problems in the sphere of the contemporary quantitative methods and information technologies and their practical application. A reasonable balance between theory and practical knowledge is sought, through which the master student will be able to obtain the necessary competence in the modern information society. After the students have learned the basic notions from the qualitative methods some other methods and knowledge to work with specialized data, program products and Internet are introduced and discussed. The orientation of the current trends reinforces the relevance of information technology. They are needed both in actual teaching as well as in conducting educational research and experiments. Main emphasis of the course on entering, editing and processing of data from empirical educational research.

**Course content:**

Static and dynamic mathematical models. Linear optimization. Dynamic Programming (DP). Regression analysis. Tasks for resources allocation. Random processes with discrete-time and continuous-time. Markov chains. Theory of risk and quantitative methods for risk assessment. The “doom and generation” processes. Mass service systems (sms). Games with complete information. Information technology in tourism. IT planning and budgeting. Information system and knowledge base of the company. Information Management. Introduction to Matlab. Working with Simulink.

**Teaching and assessment:**

The training course includes lectures. The training course finishes with an exam. 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.

**SPATIAL PLANNING OF RECREATION AND TOURISM**

**ECTS credits:** 5

**Academic hours per week:** 31 + 1s

**Form of assessment:** ongoing assessment and exam

**Exam form:** written

**Semester:** 3

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The course is aimed at the problems about the spatial planning of recreation and construction of the different types of resorts and the protection of tourism resources. Identification of spaces as areas for recreation and tourism. Determination and analysis of the problems and information about the legal basis for spatial planning- sea and mountain areas. The course provides a sound basis on which to achieve competence in planning, management and protection of tourism resources. The students are expected to present a homework survey on the problems of the national spatial planning in tourism.

**Course content:**

Recreation tourism resources; Problems and principles for the preservation of tourism resources; Tourism territories and regions; Basics, development and classification of tourist territories and tourist areas. Resorts - resort resources, problems, design, practice. Structural problems with the construction of resorts. Structure of mountainous areas for recreation – definition of the mountain territorial units for recreation. Structure of the sea resorts. Compositionally artistic problems in the structure of sea complexes. Legislative and regulatory framework for territorial development. Problems and solutions. Space identification - areas for recreation and tourism. Identification and analysis of problems. Mountain resorts - planning, construction, problems. Analysis and evaluation of the accomplishment of seaside resorts. Normative spatial planning.

**Teaching and assessment:**

The training course includes lectures and seminars. The training course finishes with an exam. 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.

### REENGINEERING IN ALTERNATIVE TOURISM ENTERPRISES

**ECTS credits:** 5

**Form of assesment:** ongoing assessment and exam

**Semester:** 3

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The training course is elaborated for the Tourism students of the major Management of the alternative tourism. The subject matter includes diactically reasonable system of knowledge, categories, laws and principles of the reengineering in the alternative types of tourism. The course is structured in a manner to allow the student mastering the knowledge required to reengineering as a collective source of innovation and entrepreneurship.

**Course content:**

Main features and importance of reengineering to improve competitiveness and alternative tourism enterprise. Role of new technologies for reengineering. Organization of the reengineering of processes in the alternative tourism enterprise. Methods of reengineering. Reengineering stages. Stages of reengineering process in alternative tourism enterprise. Evaluation of the effectiveness of reengineering processes. Management of business processes in alternative tourism enterprise. Structural analysis. Restructuring of business processes in travel agencies. Business processes restructuring. Reengineering and designing the activity of enterprises for alternative tourism.

**Teaching and assessment:**

The training course includes lectures. The training course finishes with an exam. 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.

### CORPORATE MANAGEMENT OF ALTERNATIVE TOURISM ENTERPRISES

**ECTS credits:** 5

**Form of assesment:** ongoing assessment and exam

**Semester:** 3

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The course is based on the theory of the firm and on the theory of management. Its significance is determined by the large number of corporations established and running on the tourism market, each one of which is

distinguished for the specifics of the corporate management and control and the specifics of the corporation as an organizational and economic structure. Many topics about the great complexity and the aspects of corporate governance, the significant developments in recent years, models, principles, norms and mechanisms of corporate governance and intensive application process in SEE countries and Bulgaria are discussed as well as some other topics as the principles in the conventional system, norms and mechanisms for corporate management system and best practices for corporate control. The main objective of the course is to provide the Master students with in-depth knowledge of the theory of corporate governance as well as with skills for their practice application.

**Course content:**

Basic characteristics of corporations; Evolution of the understandings; Types of corporations - main features and peculiarities; Peculiarities of the public corporations; The concept of the corporate governance. Theories and schools for corporate management; Stakeholders in the corporate management; The benefit of the good corporate governance; Basic principles of corporate management; Organization and structure of the Governing bodies of the corporation. Information disclosure. Market of the corporate control.. Basic models of Corporate governance. Development of models of corporate governance. Modern European models of Corporate governance. Europeanization and globalization of Corporate governance. Models of Corporate governance in Southeast Europe. Objectives of the Corporate governance reform in SEE. Key priorities of reforming the Corporate governance in SEE. Basic principles of reforming the Corporate governance in SEE. Types of corporations in Bulgaria: origin and performance characteristics. Concentration of ownership and conflicts of interests in corporations in Bulgaria. Specifics of the models of Corporate governance in Bulgaria. Priority changes in Corporate governance in Bulgaria: solutions, problems and prospects. Programs for the application of internationally recognized standards of Good Corporate governance.

**Teaching and assessment:**

The training course includes lectures. The training course finishes with an exam. 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.

## **CORPORATE STRATEGIES OF ALTERNATIVE TOURISM ENTERPRISES**

**ECTS credits:** 5

**Form of assessment:** ongoing assessment and exam

**Semester:** 3

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The subject matter grows out of the topics about the theoretical and practical view of the Corporate strategies applied in the tourism enterprise. Based on the tourism policy and depending the strategic options for the development of tourist activity, nearer and more distant goals, ways and means for their achieving are discussed and defined. People are genetically predisposed to tourism during leisure. In this sense, when presentating the corporate strategies, the achievements of theoretical bases for leisure, its social significance, the activities which they include, the experience of some European countries by applying it, as well as some hypotheses and unsolved problems in this area are taken into consideration. Students acquire theoretical knowledge in terms of Corporate strategies and their practical application in real market conditions. These skills also help students create knowledge through understanding the problems of the corporation in tourism, its choice, vision and mission, but also goal setting, strategies and sub-strategies, and tactical security.

**Course content:**

Basis and defining the notions strategy and development strategies; Product and market strategies for Competitive advantages; strategies according to their organizational field and action. Marketing strategy in tourism; Marketing surveys; Market segmentation and selection of target markets; Positioning of the tourist product and development of marketing mix; Communication strategy (Image and Public Relations); Strategy development and implementation of the tourism product. Life cycle of the tourist product. Strategic approaches to financial management in tourism. Strategic approaches in the management of human resources in tourism. Principles, models and schemes for implementation of the strategy. Motivation, ethics and business culture in the implementation of strategies. Monitoring, assessment and control strategies in tourism.

**Teaching and assessment:**

The training course includes lectures. The training course finishes with an exam. 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.



## EUROPEAN ECONOMY

**ECTS credits:** 5

**Form of assesment:** ongoing assessment and exam

**Semester:** 3

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The course is designed for students in the specialty of "Tourism" and it is an introductory overview of the origins and development of the European economic integration, the stages and problems in the integration process. The aim is that students can gain an understanding of the main problems of the integration process and that they timely can reflect on the integration of Bulgaria into the EU structures. The students are supposed to be able to explain the difficulties and opportunities of building and development of the EEC and the EU, to analyze and understand the capabilities of the Bulgarian EU integration, to know the basic laws and principles of the EEC and the EU as well as the policies of the EEC and the EU as structures, organizations and management principles. Other topics include the EU's capacity in the world economy; its place in the world addressing global economic, political, social, energy, environmental issues and the location and capabilities of Bulgaria in the EU.

**Course content:**

Europe as a continent with a special historic development and place in the world development; The idea of a united Europe in history. Europe after the World War II. The way from confrontation to consensus. Basic ideas and movements of European integration after the war. Milestones in European integration. Structure of the EEC and the EU. EU countries - main economic and political characteristics. Main institutions of the EEC and the EU. The general policies of the EEC and the EU - a common feature. EEC and the EU as a major factor in the Global economy. EEC and the EU and the countries of Central and Eastern Europe. Beginning of the integration processes between the EU and the countries of Central and Eastern Europe. Principles of decision-making in the EU. Possibilities and difficulties of integration. The EU as a major factor in the era of globalization. Theories of civilizations and world-economies and their role in contemporary international relations after the collapse of bipolar system. Beginning and development of the relations between Bulgaria and the EEC and the EU. New Bulgarian history and Latest Bulgarian history. The opportunities for Bulgarian after the collapse of bipolar system. The National Bulgarian Programme for EU accession. The process of Bulgaria's EU accession and the negotiations.

**Teaching and assessment:**

The training course includes lectures. The training course finishes with an exam. 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.

## PROMOTIONAL ACTIVITIES IN TOURISM

**ECTS credits:** 5

**Form of assesment:** ongoing assessment and exam

**Semester:** 3

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The course presents the complex of applied knowledge in the field of promotion of tourist products and services. The curriculum is based on the fundamental marketing theory of the marketing complex. The foreseen lecture schedule covers techniques for special discounts and additional free tourist services. All separate groups of promotional activities are presented in the light of practical examples. Particular attention is paid to the distribution channels of promotions and on the strategic techniques for winning the audience of the tourist service. In the learning process a special attention is paid to the methods promoted by the new technologies, internet applications and web-based promotion systems as a new kind for advertising the tourist product.

**Course content**

Nature and content of the promotional activities in tourism. Communication strategies for promotional activities in tourism. Advertising, sales promotion and promotional activities in restaurants. Concepts of the promotional activities in tourism. Promotional activities for corporate clients - offering promotional and special prices. Offering better terms for bundling services. Types of discounts. Additional services on request. Types of discounts for corporate clients. Development, evaluation and introduction of new tourist products such as a

promotion. Essential tools for stimulating the reaction of the target audience to the tourism product. Discounts, discounts, varying price - promotional prices for early bookings, seasonal sales, prices for special categories of customers, bonus discounts. Development and provision of additional free services to acquire a maximum period of travel. Promoting tourism product through prize. Promotion by format. Promotion through lotteries - a special kind of prize, awarded at the place of the tourism services. Development of additional services and products in the restaurant. Types of promotions in the restaurant. Additional promotional activities by effective means of advertising and PR techniques. Promotional activities as a special kind of award through certificates or coupons, Web Identification codes - giving the owner the right to get a discount of the tourist services. Positioning, repositioning and “reinforcing” the image of the tourist product. Attracting new clients. Providing value-added services, attention to customers during the holidays, as well as enhanced personal attitude towards regular clients. Intercultural features in the preparation of promotional activities in the hospitality industry. Attracting customers through promotion and through special offers, focusing on religious, social and personal characteristics. Adequacy by formulating the of promotions.

**Teaching and assessment:**

The training course includes lectures. The training course finishes with an exam. 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.

**STRATEGIC PLANNING IN ALTERNATIVE TOURISM ENTERPRISES**

**ECTS credits:** 5

**Academic hours per week:** 31 + 0s

**Form of assesment:** ongoing assessment and exam

**Exam type:** written

**Semester:** 3

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

Students obtain knowledge on the contemporary theories, practical approaches and tools of strategic planning. In the training course they gain information about the preconditions for strategic thinking and initiatives at all economic levels. The specifics in methods and technology for different firm strategy development are introduced and analyzed. Special attention is paid to the innovation strategies and the strategies of beneficial engagement of the human resources. Various barriers for strategies choosing and implementing and the tools for thier overcome in the light of the contemporary economic context are discussed during the course. The course takes into consideration the forseen number of lectures and allows students gain knowledge about the nature, the role, the instruments and the opportunities of the Strategic planning.

**Course content:**

Evolution in the theory and practice of planning; Preconditions and philosophy of some basic strategic models; The strategy as an element of the economic policy; Strategic planning – principles, features and methods; Interaction of the Strategic planning with the other types planning; Approaches and methods of the Strategic planning. Types of company strategies - characteristics of the main types. Subjects and organization of the Strategic planning. Analysis of external and internal environment. Predicting the factors of the external and internal environment. Determination of the main development directions. Strategic analysis and competitor analysis. Choice of the Corporate strategy. Organizational strategy - nature and performance stages. Types of strategies depenting on the key activities. Strategic marketing strategy. Strategy of research protection. Strategies for improving productivity of the human factor. Strategic decisions in terms of European integration and globalization - opportunities and barriers in the choice of strategies and their application.

**Teaching and assessment:**

The training course includes lectures. The training course finishes with an exam. 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.

**GREEN TOURISM**

**ECTS credits:** 4

**Academic hours per week:** 41 + 0s

**Form of assesment:** ongoing assessment and exam

**Exam type:** written

**Semester:** 4

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The course is aimed at enabling students to acquire knowledge for Environmental protection, Sustainable development and Promotion of alternative forms of tourism – the green tourism. Conservation, Green business and lifestyles in conformity with nature require greater responsibility for the recreation of international and Bulgarian tourists. The environmental policy at all levels of the tourism industry has changed the ethics of entrepreneurs. **The training course aims** to systematize the opportunity for year-round tourism and the great chance for development of green tourism in our country thus giving the opportunity to tourists for unique experiences in the beautiful nature. Students get acquainted with the challenges and opportunities for responsible travel in Europe, environmental education, local culture, natural beauty, rural traditions, bio-farming and production of biocertified food and beverages in Bulgaria.

**Course content:**

The Green tourism in Europe and worldwide. Green tourism in Bulgaria. Opportunities in the tourist areas. The Green tourism and the other types of alternative tourism - relationship and influence between them. Traditional features of the green tourism. Green policy at all levels of the tourism industry. Perspectives for development of the Green tourism. Funding opportunities. Advertisement.

**Teaching and assessment:**

The training course includes lectures. The training course finishes with an exam. 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.

### CONGRESS TOURISM

**ECTS credits:** 4

**Form of assesment:** ongoing assessment and exam

**Semester:** 4

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The course involves theoretical and practical study for the creation, development and organization of the Congress tourism. This specific tourism sub-sector has proved the economic benefit which it brings to national economies and besides in many countries it is considered as a priority. When events are held the best from the hospitality industry is presented - modern buildings, convention centers and facilities, luxury hotels and restaurants, qualified staff, high quality service - characteristics that even deserve to be called the “superior form” of the tourism product. However, Congress tourism faces a number of threats in terms of global economic instability, with regard to several key issues such as its potential to deal with problems.

In this context, the course gives special attention to the strengths and weaknesses of this sub-sector and the trends in its development. The development of congress tourism is related to the investment of significant cash flows to build specialized material and technical base, that on the other hand is a strong argument for paying special attention to the resources availability of this type of tourism. In this course students are acquainted with the key moments in technology, organization and management of Congress tourism, which are actually the reason this industry to become highly efficient and profitable.

**Course content:**

Characteristic feature of Congress tourism and development; Main features of congress events; Congress tourism peculiarities. Types of Congress tourism events. Systematization of Congress events based on specific characteristics; Congress tourism market segmentation; Trends in the corporate market segment. Trends in the non-corporate market segment. Planning for congress events and calculation of basic parameters and costs. Conducting a congress event. Accounting and control of a congress event. Organizers and suppliers for events. Agencies and brokers of congress services. International organizations for congress tourism. National associations for congress tourism.

**Teaching and assessment:**

The training course includes lectures. The training course finishes with an exam. 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 TOURISM

**ECTS credits:** 4

**Form of assesment:** ongoing assessment and exam

**Semester:** 4

**Methodological guidance:**

**Academic hours per week:** 41 + 0s

**Exam type:** written

Department of Tourism  
Faculty of Economics

**Annotation:**

The course “Business tourism” aims to focus on main features and the specifics of the Business tourism demand and supply of various business products on the market, on the opportunities for their positioning and promotion, technology of implementation and the need to isolate a positive impact of carrying out the most characteristic element of Business tourism – namely the business event. In the course the students acquire basic knowledge about the technology business and tourism in particular about the sequence of stages and operations in each of the three segments – conferences and congresses, exhibitions and incentive trips. The last form of business tourism is concerned to be as an integral part of the incentive programs created by professionals in the field of human resources and aiming to stimulate the activity and effectiveness of employees in a company or organization.

**Course content:**

Nature of business tourism and historical development. Search for business tourism products and determining factors. Offering of business tourism products and major economic entities. Marketing mix in the business tourism. International market of the business tourism. European market for the business tourism. Major trends in the business tourism. Technological operations in congress tourism. Technological operations at trade and consumer shows. Operationalization of incentive travel. Technological innovations in business tourism. Indicators of business tourism - the birth of the idea for quantification of business events. Quantitative indicators to measure business tourism. Quality indicators for measuring business tourism. Business communications as a prerequisite for sustainable development of business tourism

**Teaching and assessment:**

The training course includes lectures and seminars. The training course finishes with an exam. 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.

## HISTORICAL AND HERITAGE TOURISM

**ECTS credits:** 4

**Form of assessment:** ongoing assessment and exam

**Semester:** 4

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The aim of the course is to provide students with knowledge about the main problems of the cultural heritage of Bulgaria over the decades. They become familiar with the stages of cultural and historic development of the people, tribes and nations inhabited our lands since the time of Prehistory. The course brings students' attention to the main sites and monuments of cultural heritage with the purpose of their future professional development in the different fields of tourism. The aim of the course is to provide students with in-depth knowledge about the main cultural sites and monuments in the Bulgarian lands, and their relation to the European and Balkan cultural development.

**Course content:**

Sites, monuments and objects of material culture of the Old Stone Age (Paleolithic) on the lands of ancient Bulgaria. Artifacts and objects from the Mesolithic Period (Middle Stone Age) on the lands of Bulgaria. Artifacts and objects from the time of the Neolithic (New Stone Age) on the lands of Bulgaria. Cultural heritage in Bulgaria from the the Ancient Era. Sites and monuments of Early medieval culture in Bulgaria. Heritage of the First Bulgarian Empire from the Christian period - IX – XI centuries AD. Medieval Bulgarian culture during the Second Bulgarian Empire. Bulgarian revival – The Period of the formation and strengthening of a New Bulgarian Bourgeois culture. Main objects of the Renaissance Cultural Heritage: Monasteries during the Renaissance - main object of the Renaissance culture. Nature and main features of the New Bulgarian culture from the Liberation to 1944. Main objects of the New Bulgarian culture. The contemporary Bulgarian culture. Key features and main sites.

**Teaching and assessment:**

The training course includes lectures and seminars. The training course finishes with an exam. 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.

## URBAN TOURISM

**ECTS credits:** 4

**Form of assesment:** ongoing assessment and exam

**Semester:** 4

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

Students are introduced into the basic problems of the tourist service in urban environment. They study the particular stages of the group visit tourist structure, accommodation and opportunities for relaxation, recreation and entertainment of groups as well as of individual tourists. Students' attention is focused on the tourist sites and attractions in urban environment for the sake of their professional development in the service sector. The course aims at enabling students to analyze in depth the key points in organizing tourist visits - short and long – to an urban environment depending on the type of tourism product.

**Course content:**

Service psychology in urban environment; Set of terms; Characteristics and modeling of tourist service in urban environment in the short- and long-term rest; Tendencies in urban tourism development; Algorithm of the city tour, organization for individual tourists and group visits; Choice and structuring the process of tourist sites and attractions; Spatial-temporal pattern of the tour according to the base features of tourists. Algorithm of a city tour pattern for individual and group tourists. Structuring the proces of tourism service. Planning and organization of city sightseeing tour by automobile, bus and bicycle; Planning and organization of entertainment events; Planning and organization of shopping tours.

**Teaching and assesment:**

The training course includes lectures and seminars. The training course finishes with an exam. 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.

**Academic hours per week:** 31 +1s

**Exam type:** written

## CRUISE TOURISM

**ECTS credits:** 4

**Form of assesment:** ongoing assessment and exam

**Semester:** 4

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The course aims to provide students with the basic problems of tourist service during cruises and the particular stages of structuring the group tourist stay and the opportunities for relaxation, recreation and entertainment of groups as well as of individual tourists. They aquire in-depth knowledge of how to offer cruise trips and organize the short- and long-term tourist stay on cruise ships considering the type of the tourism product. Next goal of the course is offer opportunities for students to get familiar with the organization of the tourist stay on short- and long-term cruise ships considering the type of the tourism product.

**Course content:**

Characteristics of cruise tourism; Set of terms; Types of cruise trips; Tourism regions and destinations of cruise tourism; Service psychology of cruise trips; Algorithm of cruise trip organization; Service psychology in cruise tourism. Algorithm of a cruise tour pattern. Choice and structuring the process of tourist sites and attractions; Spatial-temporal pattern of cruise tourism n depending on the distance or nearness of the destination; Algorithm of the cruise tour; Structuring the proces of tourism service; Characteristics and modeling of tourist service in short-teerm cruise. Characteristics and modeling of tourist service in long-teerm cruise. Tendencies of the development of the cruise tourism.

**Teaching and assesment:**

The training course includes lectures and seminars. The training course finishes with an exam. 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.

**Academic hours per week:** 31 +1s

**Exam type:** written

## MANAGEMENT OF RISK IN THE ALTERNATIVE TOURISM ENTERPRISES

**ECTS credits:** 4

**Form of assesment:** ongoing assessment and exam

**Semester:** 4

**Methodological guidance:**

**Academic hours per week:** 31 +1s

**Exam type:** written

Department of Tourism  
Faculty of Economics

**Annotation:**

The course is aimed at providing students with abilities: (i) to adopt risk management as a practicable tool for achieving strategic goals in the tourism enterprises; (ii) to know the specifics and the types of risk in the tour operator and travel agent business, stages scenarios and their implications; (iii) be able to identify criteria, indicators and measurement methods and risk assessment; (iv) to acquire specialized knowledge and skills in planning, organization and control of activity limitation and avoid risks in business processes in tour operators and agents firms; (v) to be aware of the specifics of risk management in the development and implementation of investment and innovation projects in the tour operator and travel agency business.

**Course content:**

Risk characteristics in tour operator and travel agent activities: conceptual apparatus. Stages and scenarios of risk. Risk characteristics. Scaling and quantification of risk. Criteria and indicators for risk assessment. Methods for Risk Assessment: indirect methods (statistical methods and techniques of financial analysis). Direct methods (methods of digital and alphabetic risk coefficients). Objectives and functions of risk management. Methods for Risk Assessment tour operator and travel agency activities: indirect methods. in the tour operator and tourist agency. Cost-effectiveness of activity limitation and risk aversion. Planning of activity limitation and risk aversion. Stages in activity limitation and risk aversion. Strategies for avoiding and minimizing risk: reduction of risk protection, financial security, transfer of risk. Risk monitoring.

**Teaching and assessment:**

The training course includes lectures and seminars. The training course finishes with an exam. 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.

## SPA AND WELLNESS TOURISM

**ECTS credits:** 4

**Form of assesment:** ongoing assessment and exam

**Semester:** 4

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The organization of spa and wellness tourism and the preventive activities in Bulgaria are tightly connected with the state structures as well as with the private sector. The course provides a comprehensive specification of the facilities and supplied services in the state and private sector in various regions of the country. The emphasis is placed on the assumption that the future development of spa and wellness tourism in Bulgaria will be characterized by further diversification of supplied services together with their quality improvement and better vocational training of specialists in this field. The course aims to encourage students to acquire knowledge on the main features, meaning, tradition and contemporary condition of spa and wellness tourism in Bulgaria.

**Course content:**

Nature, place and significance, history and traditions of spa and wellness tourism in Bulgaria. Modern requirements and diversification of services in spa and wellness tourism. Natural conditions and resources for the development of spa and wellness tourism in Bulgaria. Natural conditions and resources for the development of thalassotherapy and aromatherapy in Bulgaria. Physico-chemical properties and therapeutic mineral water in the Balkan region. Physico-chemical properties and therapeutic mineral water in the Balkan valleys, the Middle Balkan mountain and the Upper Valley. Physico-chemical properties and therapeutic mineral waters in the Black Sea area. Physico-chemical properties and therapeutic mineral waters in the valleys of Struma and Mesta. Physico-chemical and therapeutic mineral waters in the Rhodope Mountains region. Organization of spa and wellness tourism and prophylactic activities in Bulgaria. Characteristics of State balneotherapy hotels and prophylaxis and Private Spa hotels in the Balkan Mountain region. Characteristics of State balneotherapy and prophylaxis hotels and Private spa hotels in the Balkan valleys, the Middle Balkan mountain and the Upper Valley. Characteristics of State balneotherapy and prophylaxis hotels and Private spa hotels in the Valleys of Struma and Mesta. characteristics of State balneotherapy and prophylaxis hotels and Private spa hotels in the Rhodope Mountain region. Characteristics of State balneotherapy and prophylaxis hotels and Private spa hotels at the Black Sea coast.

**Teaching and assessment:**

The training course includes lectures and seminars. The training course finishes with an exam. 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.