



SOUTH-WEST UNIVERSITY "NEOFIT RILSKY"

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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.

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

Academic year			
First semester	ECTS credits	Second semester	ECTS credits
1. Management of investments in alternative tourism enterprises	5.0	1. Green tourism	4.0
2. Quantitative methods and information technologies in tourism management	5.0	2. Congress tourism	4.0
3. Spatial planning of recreation and tourism	5.0	3. Business tourism	4.0
4. Reengineering in alternative tourism enterprises	5.0	4. Elective course	3.0
4. Elective course	5.0	State exam or defence of a master degree thesis	15.0
5. Elective course	5.0		
Elective courses (students choose two courses)		Elective courses (students choose one course)	
1. Corporate management of alternative tourism enterprises	5.0	1. Historical and heritage tourism	3.0
2. Corporate strategies of alternative tourism enterprises	5.0	2. Urban tourism	3.0
3. European economy	5.0	3. Cruise tourism	3.0
4. Pricing of alternative tourism enterprises	5.0	4. Management of risk in alternative tourism enterprises	3.0
5. Strategic planning in alternative tourism enterprises	5.0	5. Spa and Wellness tourism	3.0
	Total 30		Total 30

TOTAL FOR ONE ACADEMIC YEAR: 60 CREDITS

DESCRIPTION OF ACADEMIC COURSES

Major: Tourism

Master program: Management of the alternative types of tourism

MANAGEMENT OF INVESTMENTS IN ALTERNATIVE TOURISM ENTERPRISES

ECTS credits: 5

Form of assessment: ongoing assessment and exam

Semester: 1

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

Form of assessment: ongoing assessment and exam

Semester: 1

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: 3l + 1s

Form of assesment: ongoing assessment and exam

Exam form: written

Semester: 1

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

Academic hours per week: 3l + 0s

Form of assesment: ongoing assessment and exam

Exam form: written

Semester: 1

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

Academic hours per week: 31 + 0s

Exam form: written

Semester: 1

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 assesment: ongoing assessment and exam

Academic hours per week: 31 + 0s

Exam type: written

Semester: 1

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 presenting 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

Academic hours per week: 31 + 0s

Form of assessment: ongoing assessment and exam

Exam type: written

Semester: 1

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: 1

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 shedule covers techniques for specials 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 seacial 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

Form of assesment: ongoing assessment and exam

Semester: 1

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 foreseen number of lectures and allows students gain knowledge about the nature, the role, the instruments and the opportunities of the Strategic planning.

Course content:

Academic hours per week: 31 + 0s

Exam type: written

Academic hours per week: 31 + 0s

Exam type: written

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 depending 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: 2

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

Academic hours per week: 41 + 0s

Form of assesment: ongoing assessment and exam

Exam type: written

Semester: 2

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: 2

Methodological guidance:

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 assesment: ongoing assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

Academic hours per week: 31 + 1s

Exam type: written

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 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: 2

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 process 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 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.

CRUISE TOURISM

ECTS credits: 4

Form of assesment: ongoing assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

Academic hours per week: 31 +1s

Exam type: written

Academic hours per week: 31 +1s

Exam type: written

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 acquire 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 depending on the distance or nearness of the destination; Algorithm of the cruise tour; Structuring the process of tourism service; Characteristics and modeling of tourist service in short-term cruise. Characteristics and modeling of tourist service in long-term cruise. Tendencies of the development of the cruise 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.

MANAGEMENT OF RISK IN THE ALTERNATIVE TOURISM ENTERPRISES

ECTS credits: 4

Academic hours per week: 3l + 1s

Form of assessment: ongoing assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

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

Academic hours per week: 3l + 1s

Form of assessment: ongoing assessment and exam

Exam type: written

Semester: 2

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.