



SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"

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Department of Tourism

ECTS Information Package

Tourism Major

Master Programme: International Tourism

Requirements for the professional qualities and competences of the graduates:

The Master degree is intended to deliver general educational and specialized theoretical knowledge and practical skills, enabling the establishment of a private tourist business and/or performance of managerial functions. For this sake, the curriculum contains disciplines which form the basis of knowledge related with the organization and technology of international tourism, the financial instruments applicable to international tourism, the tourism alliances as the largest representatives of the tourist sector, and the international cooperation as a prerequisite for the sustainable development of tourism. Special attention is paid to special activities like e-commerce in tourism, management of catering undertakings, cultural and health tourism.

Requirements to the training of the specialist:

The specialist who completes the Master educational and qualification degree with International Tourism professional qualification should possess concrete skills in the spheres of:

- Strategic management of international tourism, tourist destinations and tourist flows
- Technology and the modeling of tourist travel;
- National characteristics and behavior of tourists;
- Operational management of the sub-sector tourism industries (cultural tourism, spa and wellness tourism, health tourism, etc.)

The master specialist has to:

- Be aware of technology identification, development and implementation of strategies in the tourism industry;
- Be able to plan, organize and carry out market research and quantitative analyses for the tourism industry;
- Manage different types of tourism businesses in specific sub-sectors of international tourism;
- Possess a high degree of autonomy in formulating and making managerial decisions in tourism.

All the above mentioned skills suggest a special focus on the application of theoretical knowledge in a simulated situation and in solving practical issues.

The training course in the Master program terminates with a Master's thesis, the theme of which is consistent with the individual interests of students, with a view to their future career.

After graduating their education in the Master degree with International Tourism professional qualification graduates can find their professional realization in national and local tourism authorities (administrations), in international tourism organizations and associations, travel agencies and tour operator companies and all other types of tourist business in the various sub-sectors of the tourism industry.

Those graduated in major Tourism may practice the following occupations and hold the respective positions according to the National Classification of Occupations, 2011:

- 1412/2003 Manager of self-service restaurant; - 1412/3004 Manager of confectionery / café; - 1412/3005 Manager of bar; - 1412/3006 Manager of restaurant; - 1412/3007 Manager of cafeteria; - 1412/3008 Manager of catering; - 1412/3009 Head at a restaurant department; - 1412/3011 Owner of restaurant; - 1431/3015 Manager of recreation; - 1431/3017 Manager of casino; - 1431/3020 Manager of entertainment parks; - 1431/6021 Head at cultural activities departments; - 1431/6022 Head of recreation department; - 1431/6023 Head of sports activity department; - 1439/3001 Manager of public service of population facility; - 1439/3003 Manager of camping; - 1439/3004 Manager of tourist agency; - 1439/3005 Manager of services bureau; - 1439/3006 Manager of lodge; - 1411/3001 Head at hotel department; - 1411/3002 Manager of hotel; - 1411/3003 Manager of motel; - 1412/3001 Head of public restaurant; - 1439/6007 Head of department at a tourist agency; - 1439/3008 Head of contact center; - 1439/3009 Head of conference center; - 4224/2001 Receptionist, hotel; - 4224/3002 Administrator, hotel; - 1120/7014 Deputy-head of enterprise; - 1120/7015 Deputy-head of cooperative enterprise; - 1120/7016 Deputy-head of management board, board of directors, commercial enterprise; - 1120/7017 Deputy-executive director; - 1120/7018 Chairman, management board /board of directors/ of commercial company; - 1120/7019 Chairman, supervisory board at a commercial company; - 1120/7020 Member, board of directors; - 1120/7021 Members, management board; - 1120/7022 Procurator / commercial manager /; - 1120/7023 Manager; - 1213/5046 Head of project.

The qualification characteristics of the Tourism major for the Master degree with professional qualification "International Tourism" is the basic document which determines the development of other documents such as curricula and course programmes. It is conformed to the Law for Higher Education of the Republic of Bulgaria, the state requirements for award of Master, Bachelor and Specialist degree in the Tourism major, as well as the regulations of the SWU of Neofit Rilski.

CURRICULUM STRUCTURE
PROFESSIONAL FIELD: 3.9 TOURISM
MAJOR: TOURISM
EDUCATIONAL AND QUALIFICATION DEGREE: MASTER
MASTER PROGRAMME: INTERNATIONAL TOURISM
PROFESSIONAL QUALIFICATION: MASTER IN INTERNATIONAL TOURISM
FORM OF TRAINING: FULL-TIME AND PART-TIME

First year			
First semester	ECTS credits	Second semester	ECTS credits
1. Organization of international tourism	5.0	1. Tourism alliances	4.0
2. Technology of international tourism	5.0	2. Financial instruments in international tourism	3.0
3. Elective course	5.0	3. Elective course	4.0
4. Modelling tourist travel in international tourism	5.0	4. Elective course	4.0
5. International tourist transport	5.0	State exam of Master thesis defense	15.0
6. Elective course	5.0		
Elective courses (students choose two courses)		Elective courses (students choose two courses)	
1. Sustainable tourism development	5.0	1. E-commerce in tourism	4.0
2. Trends in the development of the tourism industry	5.0	2. Social psychology and tourist behaviour	4.0
3. Organization of catering	5.0	3. Management of the entertainment industry	4.0
4. Cultural tourism management	5.0	4. Management of SPA and Wellness tourism	4.0
5. International collaboration in tourism	5.0	5. Health tourism	4.0
	Total 30		Total 30

TOTAL FOR 1 ACADEMIC YEAR: 60 CREDITS

DESCRIPTION OF ACADEMIC COURSES

Major: Tourism

Master programme: International tourism

ORGANIZATION OF INTERNATIONAL TOURISM

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The lecture course has been developed as specialized information on the organization of international tourism, including market structures, legislative and regulatory system, regulatory bodies and organizations supporting the global tourist industry. The aim is for the students to: (i) acquire theoretical knowledge and practical information on the nature and the interaction of the different elements of the international tourist industry; (ii) know the specifics of the international legal acts and the EU regulation concerning the development of international tourism in particular; (iii) know and be able to analyze the functions and tasks performed by the main regulatory bodies and organizations in the tourism sector in global and regional scale; (iv) be familiar with the particular organization of supply and demand in major and potential emittive and receptive tourism markets in Europe, Middle East, North America, Central Asia and the Far East.

Course content:

Organizational and management structures and infrastructures in tourism. Organization on providing services to tourists of the private sector (hotels, restaurants, tour operator, etc.). Organization associated with the operation of border checkpoints (airports, ports, etc.). Organization associated with the work of enterprises and other industries to provide additional services in the field of tourism. Organization associated with visa issues and control of the quality of tourist services. The role of government structures in tourism development: Economic development promotion. The role of local government in tourism development: Economic development promotion. The role of professional organizations in the development of tourism (associations of travel agencies and tour operators, etc.). The role of international organizations in the development of tourism. International legal sources in tourism (Common resolution at the UN conference. Tourist Charter. Rules of providing hotel services, etc.). Organizational and management structures responsible for advertising of separate destinations. The role of the international tourism fairs for tourism development and cooperation between countries, trade organizations and entrepreneurs. Organization related to tourism infrastructure and superstructure as a basis for development of a certain destination. Strategic and planning documents to enhance the competitiveness of destinations. Possible risks in the implementation of strategies. Good practices related to the organization of international tourism.

Teaching and assessment:

Training in the academic discipline is in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. Of major importance are the results achieved by the set assignments and tests.

TECHNOLOGY OF INTERNATIONAL TOURISM

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The academic course provides students with knowledge and skills for achieving a higher quality and culture of service of foreign tourists. Course aims to launch a stepwise acquisition of theoretical professional knowledge and professional and practical skills for organization and technology of tourist services in general and in international activities in particular. The theoretical bases of integrated tourist services are reviewed. the

Course hours per week: 31 + 1s

Exam type: written

Course hours per week: 31 + 0s

Exam type: written

necessity of implementation of integrated technologies for the production of such a tourist product that not only meet the growing travel needs, but also help to increase the competitiveness of tourism enterprises is revealed.

Course content:

Tourist Service. Nature, content, features. Fundamentals of technology in tourism. Content. Classifications of technologies in tourism. Technological process, technological scheme. Technology of international business. Technology of international transport services. Technology of information services. Technology of international intermediary activity. Types of international travel agencies. Technological process of international mediation. Technology of the international reservation activity.

Teaching and assessment:

Training in the academic discipline is in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. Of major importance are the results achieved by the set assignments and tests.

MODELLING TOURIST TRAVEL IN INTERNATIONAL TOURISM

ECTS credits: 5

Course hours per week: 3l + 1s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation: The course in Tourist travel modelling in international tourism is directed towards clarifying the theoretical basis and existing models of tourist travel in the international tourist market. For this purpose, it focuses on the specifics of the international tourism market, the tourist product, models of tourist behaviour and tourist resources. It aims primarily to introduce to students studying in the program of international tourism the peculiarities of international travel by auto, air, rail and waterway transport. Special attention is paid to organizational forms, principles and methods of management of international tourism (transport) companies, the nature, characteristics and sources of funding for international travel (transport) companies. Based on the basic definitions case studies for the analysis of tourist trips to the leading tourist destinations in the regions are presented to the students. The course is structured in a manner to allow the students to master the necessary knowledge on the international tourist market, tourist flows and travel to international destinations.

Course content:

Dimensions of the tourist market: nature, structure, trends and perspectives. Types of tourism. Nature and classification. Tourism product in international tourism: Nature, specificity, forms, brands, life cycle. Resources and territorial characteristics in international tourism. Nature, forms and features of models of sustainable growth in international tourism. Corporate strategy, competition and competitiveness in global tourism. Organizational forms, principles and methods of management of international tourism (transport) companies. Nature, characteristics and sources of funding for international travel (transport) companies. Patterns of tourist consumption. Modeling of tourist travel. Travel by road. Travel with airline transportation. Travel by water. Travel by rail. Other alternative forms of organization and implementation of travel in international tourism. Legal framework. Protecting the rights and interests of consumers. Trends in tourist travel in international tourism.

Teaching and assessment:

Training in the academic discipline is in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. Of major importance are the results achieved by the set assignments and tests.

INTERNATIONAL TOURIST TRANSPORT

ECTS credits: 5

Course hours per week: 3l + 0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course covers the study of the characteristics, functions and importance of international tourist transport and its role in tourism development. Deals with the modes that are important for tourism - road, rail, air and water. In

turn each of these species are divided into subtypes, each given their basic modern features. In-depth knowledge of the characteristics of different forms and subforms of tourist transport and charter services is especially important for future engineers, masters in tourism. This, together with knowledge of major global and regional tourism destinations, is directly related to planning and implementation of tourist travel. The knowledge and information in this particular field will not only lead to the formation of higher revenues in tourist organizations, but also significantly improve service quality in tourism and the effectiveness of tourism activity as a whole.

Course content:

Role and importance of transport accessibility for the tourism development. Role and importance of transport for tourism development. Nature and characteristics of tourism transport - main types. Location, extent and characteristics of railway transport for travel - historical review and contemporary conditions. Main specialized tourist railroad itineraries. Location, extent and characteristics of road transport for travel. Location, extent and characteristics of water transport to travel. Location, extent and characteristics of air transport to travel. Advent and development of low-cost airlines. Role and importance of charter air travel services. Interconnections and influences between different types of tourist transport. Psychological characteristics and perceptions when traveling by different types of tourist transport. Key economic issues in the choice of travel by different modes. Major contemporary trends in the types tourist transport.

Teaching and assessment:

Training in the academic discipline is in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. Of major importance are the results achieved by the set assignments and tests.

SUSTAINABLE TOURISM DEVELOPMENT

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

It aims primarily to acquaint students with tourism the evolutionary process of forming the concept of sustainable development and its adaptation to the needs of the tourism industry. Special attention is paid to the global approach to issues of sustainability and its European dimension, according to Bulgaria's membership in the European Union. Based on the definition of sustainability as a process enhancing the actual increase of the prosperity in an environment of constantly pursuing development by increasing the intensity of students' attention present are four case studies demonstrating various management practices for sustainable tourism development.

Course content:

Theoretic basis and concepts. Theory and principles of sustainable development. Sustainable production and supply. Sustainable consumption. Individualization of consumption in tourism. "Green" work places and enterprises. Construction and urbanization of environment. Sustainable tourism practices. Legal regulation of environment protection. Education practices for sustainable tourist development. Tourism in development – four practical case studies

Teaching and assessment:

Training in the academic discipline is in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. Of major importance are the results achieved by the set assignments and tests.

TRENDS IN THE DEVELOPMENT OF THE TOURIST INDUSTRY

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

Course hours per week: 31 + 0s

Exam type: written

The aim is for the students to: (i) become familiar with the main trends in the tourist industry development from the perspective of tourist demand and supply and their price and non-price determinants; (ii) understand the scale and the influence of market structure, sustainable behavioral models and fashion upon tourism supply and demand; (iii) independently analyze current trends in tourism and be able to identify the emergence of new ones; (iv) analyze time series with indicators, on the basis of which major trends of development are identified.

Course content:

Emergence and development of the tourism industry, nature and significance of trends in the tourism industry; Main trends in the Bulgarian, European and global tourism industries with regard to demand at the beginning of the XXI-st century, Major trends in the Bulgarian, European and global tourist industry with regard to supply at the beginning of XXI-st century; Development of market structures in tourism; Price non-price determinants of demand, Price and non-price determinants of supply; Influence of persistent patterns of behavior and fashion; Approaches and methods for analysis of trends; Key indicators and time series; Development trends forecasting.

Teaching and assessment:

Training in the academic discipline is in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. Of major importance are the results achieved by the set assignments and tests.

ORGANIZATION OF CATERING

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The organization and management of catering is an essential part of the contemporary organization out-of-home eating. It is related to the development of a new concept for the organization of nutrition at a population level, at the same time focusing on catering at business and private events. A detailed characteristics is provided of the contemporary principles of the food and beverage industry subordinate to creating celebrations and/or organization of eating of special groups of population defined in various features – healthy/sick, social status, professional characteristics. Special emphasis is laid on the practical aspects of starting, organization and management of the different types of catering business in order to train high-qualified specialists in this sphere. The course objective is the acquisition of basic knowledge of the nature, importance, types and the contemporary requirements to the catering business, focusing on the organization of catering events.

Course content:

Catering - general concepts and definitions. Historical development. Catering, restaurants, institutional catering. Types of catering and corporate social, institutional, industrial, air, standard (protocol, conceptual). General principles of creation. Individual conditions and resources for starting a catering business. Organization of the catering business startup, legal device, Terms, conditions. Fitting. Equipment and instruments. Requirements for personnel. Airline catering: concept, organization. Planning menus-standard menu, vegetarian, kosher, diabetic menu, gluten-free and lactose-free menu. Industrial catering. Institution. Principles of the institutional food - kindergartens, schools, hospitals - regulations. Create menu for menu ingredients depending on the type of events and specific client. Quality products, quality and safety of processed food. Sales of products and services. Marketing and advertising catering business. Planning the event. Process steps in the party service. Making offers in accordance with the specifics of the event. Banquet - international systems for service during the banquet. Technology service during a banquet. Organization of the hall, arranging guests. Organization of services for different types of catering receptions ('A la blonde', 'A la furshet' cocktail, tea reception), aviation catering and catering at business events.

Teaching and assessment:

Training in the academic discipline is in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. Of major importance are the results achieved by the set assignments and tests.

CULTURAL TOURISM MANAGEMENT

ECTS credits: 5

Form of assessment: progress assessment and exam

Course hours per week: 31 + 0s

Exam type: written

Semester: 1**Methodological guidance:**

Department of Tourism

Faculty of Economics

Annotation:

The subject of the course is cultural tourism. The emphasis is laid upon the specific features, which determine the way it is managed. A high level of theoretic and practical knowledge is pursued, which should enable students to participate in debates or practical programmes, focused on tourism and its links to different expressions of culture. The objective is to inform students on the main components of cultural tourism management and develop managerial skills at macro, regional and micro level.

Course content:

Definition of cultural tourism, forms of cultural tourism. Sustainable cultural tourism. Tourism and culture – friends or foes? Cultural tourism management. Tangible heritage. Intangible heritage. Commodification and authenticity. Typology of cultural tourists. Marketing in cultural tourism. Quality in cultural tourism. Competitiveness in cultural tourism. Planning in cultural tourism. Project management in cultural tourism. Trends in cultural tourism development.

Teaching and assessment:

Training in the academic discipline is in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. Of major importance are the results achieved by the set assignments and tests.

INTERNATIONAL COOPERATION IN TOURISM

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation: The course of lectures is prepared as a specialized information about international cooperation in tourism. The aim is for the students to: (i) acquire theoretical knowledge on the main spheres of cooperation in international tourism on a bilateral and multilateral basis; (ii) know the specific needs from technical assistance of member-states of the World Tourism Organization; (iii) be familiar with the efforts of the WTO and the other international organizations for building a stronger and more effective tourist sector in a world scale (iv) understand the characteristics of the main practices in international cooperation aimed at eradicating the root causes of poverty in tourist destinations to promote sustainable patterns of functioning tourist industry to preserve, conserve and expand cultural and natural heritage, to involve local communities in the processes of development and to promote public-private partnerships. The course is oriented towards training students who wish to work in international tourism and in particular in companies engaged in hospitality, restaurant, tour operator, consulting and marketing activities.

Course content:

Identification and assessment of potential areas for tourism in the context of bilateral and multilateral cooperation. Building a coherent framework for long-term development of international tourism. The development of tourism-based communities. Eradicating poverty through tourism. Development of rural and ecotourism. Development of human resources for the needs of tourism. Formulation and implementation of appropriate marketing and promotional strategies based on bilateral and multilateral cooperation. Correction and harmonization of the existing national regulatory legislation in line with international standards and practices. Encouraging and promoting public-private partnership. Missions to support the tourism sector of the World Tourism Organization to the UN - the level of individual member states. Missions to support the tourism sector of the World Tourism Organization, United Nations - at the regional level. Technical cooperation projects of the World Tourism Organization, the United Nations. STEP projects of the World Tourism Organization at the United Nations. Strengthening and supporting institutional capacity building of national tourism administrations. Cooperation on protection of consumer rights

Teaching and assessment:

Training in the academic discipline is in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. Of major importance are the results achieved by the set assignments and tests.

TOURIST ALLIANCES

ECTS credits: 4

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course reviews the tourist behavior from theoretical as well as from practical point of view. Affected are various issues having direct relation to management of the tourist destination of company such as segmentation and motivation of tourists, stages in the process of adopting decisions for purchase, assessment of the level of customer satisfaction, inter-cultural differences in tourist behavior.

Course content:

Introduction to the theory of customer behavior. Tourist typologies. Determinants of tourist behavior. Tourist experience. Empirical sociological researches of tourist behavior. Tourist behavior and marketing. Choosing a destination. Tourism motivation. Tourist satisfaction. Image of destination. Tourist behavior upon alternative forms of tourism. Cultural differences in tourist behavior. The birth of a global tourist. Tendencies in tourist demand.

Teaching and assessment:

Training in the academic discipline is in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. Of major importance are the results achieved by the set assignments and tests.

FINANCIAL INSTRUMENTS IN INTERNATIONAL TOURISM

ECTS credits: 3

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course lectures are prepared as specialized information on trends in the global tourism industry. The goal is for students: (i) to acquire basic theoretical knowledge of basic financial instruments and their specific attributes - risk, profitability, liquidity; (ii) to know the characteristics of financial markets and the main forms of financial intermediation; (iii) to know and can apply the strategies for forming and managing the optimal portfolio; (iv) to know the peculiarities of the general regulations of the EU financial instruments and financial markets. The material is selected in accordance with the prescribed workload and specifics of the program and within a reasonable compromise between the theoretical and empirical material, while priority is given to the relationship between economic theory and actual market behavior of investors, issuers and other market agents.

Course content:

Finance and financial systems: an introduction. Financial instruments. Key attributes of financial instruments. Financial markets and financial intermediation. Theory of capital asset pricing. Formation and control of optimal portfolios. Hedging, speculation and arbitrage. Derivatives, financial strategies using options and combinations of options. Information efficiency in financial markets / types and econometric tests /. Financial markets and general equilibrium. Currency markets and financial instruments. Money and credit and fiscal policies and their impact on financial markets. Theory of optimum currency areas, a single EU financial market, the euro area. Financial supervision and self-regulation. Main EU regulations on financial instruments and capital markets

Teaching and assessment:

Training in the academic discipline is in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. Of major importance are the results achieved by the set assignments and tests.

E-COMMERCE IN TOURISM

ECTS credits: 4

Form of assessment: progress assessment and exam

Course hours per week: 4l + 0s

Exam type: written

Course hours per week: 3l + 0s

Exam type: written

Course hours per week: 3l + 1s

Exam type: written

Semester: 2**Methodological guidance:**

Department of Tourism

Faculty of Economics

Annotation:

The course lectures are prepared as specialized practical information about the organization and implementation of commercial transactions, based on modern communication systems, primarily on the Internet. It aims to familiarize students with basic concepts of causal relations, technologies, systems and approaches for commercial transactions, based on modern telecommunications and more known in public and professional circles with the summary term "electronic commerce". The aim of the course is: (i) to acquire theoretical knowledge and practical information about the nature and conduct of electronic commerce; (ii) to know the characteristics of the approaches and logistics, enabling the foundation of one kind or another business in tourism on electronic media and active use of modern telecommunications technology; (iii) to know and be able to analyze the functions and tasks associated with electronic commerce and performed by main contractors in tourism nationally and globally; (iv) to reflect the particular organization, building and operation of systems for conducting electronic commerce in the main tourism markets in Europe and worldwide. The course is oriented towards training students who wish to work in international tourism and in particular in companies engaged in hospitality, catering, consulting and marketing.

Course content:

Tourism as a specific type of service trade - kinds and types of tradable goods in tourism. The role of modern telecommunications in the realization of commercial transactions. Internet as a basis for so "E-commerce" - advantages and disadvantages. Clarifying the concepts in E-commerce - hardware and software. Specifics and nature of the use of software providing e-commerce. Main types of information systems and specifics of their use in business. Similarities and differences in electronic systems for the general operation of the tourist company. E-commerce in the structure of tourism business activities - building and areas of application - sales of tourism products, marketing and advertising logistics. Analysis of the ratio "cost-benefit" in the purchase and installation of equipment and software. Payment systems for electronic commerce - electronic credit cards, electronic banking etc. Most common systems for electronic commerce in tourism, according to the specifics of commercial transactions. Examples of construction and operation of integrated electronic systems for business trade in tourism and transport alliances. Guidelines in the development and implementation of Internet-based hotel reservation systems - regulation, architectonic and application. Features of Internet-based systems for transport services and transport reservations in tourism. Architecture of travel websites and key attributes to support the implementation of the initial communication and dialogue between trade contractors. Logistics of negotiation over the Internet through the most popular platforms for e-commerce in tourism. Trends in e-commerce - levels of institutional intervention. Activities of tourist business associations in this area. National Tourism Administration and use of electronic systems to assist members based on the Internet. Promising directions of development of electronic commerce in tourism.

Teaching and assessment:

Training in the academic discipline is in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. Of major importance are the results achieved by the set assignments and tests.

SOCIAL PSYCHOLOGY IN TOURISM**ECTS credits:** 4**Form of assessment:** progress assessment and exam**Semester:** 2**Methodological guidance:**

Department of Tourism

Faculty of Economics

Annotation:

The training in this discipline includes theoretical and practical study of tourist behavior and motives serving it. In-depth knowledge of determinants and motivators which are in the ground of taking trips presents a significant freedom and competence with regards to segmentation of tourist market and defining various types of tourists. For experts in tourism it is very important to be able to research psychological and social motives which drive the tourist when making decisions for using tourist goods and services. The obtained knowledge and information in this specific field will for sure bring not only to generation of higher revenue in tourist enterprises but to significant improvement of the quality of service in tourism and efficiency of tourist activity as a whole. The aim of this discipline is the students to acquire theoretical knowledge with regards to motivation of tourists for taking

Course hours per week: 3l + 1s**Exam type:** written

trips and their application in actual market conditions. Basic knowledge which the student gain is directed to research of the essence and types of tourist behavior, main factors which service it, specifics of social contacts and communication with tourists, cultural enrichment, cultural shock and modelling of the decision-making process and purchase of a trip.

Course content:

Essence of tourist behavior – tourist behavior and customer behavior, ethic and emic approach, conceptual schemes and theories, tourist researches. Social roles and individual characteristics of tourists. Demographic factors determining the types of tourist behavior. Tourist motivation – research and analysis of motives for the tourist behavior. Research and selection of tourist destination. Characteristics and peculiarities. Establishing an image and promoting a tourist destination in accordance with tourist motives and behavior. Social contacts and communication with tourists – “tourist and other tourists” relations. Social contacts and communication with tourists – “tourist – local population, hosts” relations. Cultural enrichment and cultural shock – definitions and peculiarities. Perceptions and experiences of tourists at the tourist place – “on site tourist behavior” Modelling of the decision-making process and purchase of holiday travel. Specifics of tourist behavior in package travel. Loyal tourists – creating, attracting and maintaining. Research and measuring the satisfaction of tourists. Trends in tourist demand caused by changes occurring in the travel motivation and behavior.

Teaching and assessment:

Training in the academic discipline is in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. Of major importance are the results achieved by the set assignments and tests.

MANAGEMENT OF THE ENTERTAINMENT INDUSTRY

ECTS credits: 4

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The aim is to provide students with appropriate knowledge and skills that enable them to develop a successful management career in the entertainment sector and more specifically regarding the management of specialized sites, events and organizations such as sporting events, theme parks, theaters, operas, cinemas, places to live musical performances, museums, art galleries, radio and television companies, casinos, gambling halls, night clubs, etc.

Course content:

Origin, nature and basic forms of entertainment; relationship entertainment and tourism industry, Consumer and local communities research; Planning, construction and commissioning of specialized sites of the entertainment industry; Planning and organizing entertainment events; Organization and management of theme parks, organization and management of theatrical institutions, Organization and management of concert halls, music clubs and concert activities, organization and management of casinos and gambling halls, Organization and management of media entertainment business, Organization and management of art galleries and art centers; Organization and management of electronic entertainment, Communication policy in local communities.

Teaching and assessment:

Training in the academic discipline is in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. Of major importance are the results achieved by the set assignments and tests.

MANAGEMENT OF SPA AND WELLNESS TOURISM

ECTS credits: 4

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

Course hours per week: 3l + 1s

Exam type: written

The organization of the spa and wellness tourism and prophylactic activity in Bulgaria is associated with state structures and the development of the private sector. A detailed description is of modern facilities and services in the private and public sectors in various regions. The emphasis is that the future development of spa and wellness tourism in Bulgaria is associated with further diversification of services and increasing their quality and the training of highly qualified specialists in this field. The aim of the course is acquisition of basic knowledge about the nature, significance, traditions and current state of the spa and wellness tourism in Bulgaria.

Course content:

Nature, place and importance, history and traditions of SPA and wellness tourism in Bulgaria; Current requirements and diversification of services in the SPA and wellness tourism; Natural conditions and resources for the development of spa and wellness tourism in Bulgaria Natural conditions and resources for development of aromatherapy and thalassotherapy in Bulgaria; Physico-Chemical characteristics and therapeutic mineral water in the region of Stara Planina; Physico - chemical characterization and therapeutic mineral water in Zadbalkan valleys and the Srednogorie region, Physico-chemical characterization and therapeutic mineral waters in the Black Sea region; Physico-chemical characterization and therapeutic mineral water in the valleys of Struma and Mesta; Physico-chemical characterization and therapeutic mineral water in the Rhodope region, organization of spa and wellness tourism and prophylactic activity in Bulgaria; Characterization and state of balneohotels and private Spa hotels in the region of Stara planina; Characterization and state of balneohotels profilaktoriimi and private spa hotels in Zadbalkan valleys, and the Srednogorie; Characterization and state of balneohotels and private spa hotels in the valleys of Struma and Mesta; Characterization and state of balneohotels and private Spa hotels in the Rhodope region, characteristics of state balneohotels and private spa hotels on the Black Sea coast.

Teaching and assessment:

Training in the academic discipline is in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. Of major importance are the results achieved by the set assignments and tests.

HEALTH TOURISM

ECTS credits: 4

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course "Health Tourism" aims to provide students with basic knowledge of travel related to improving health through prevention, treatment and rehabilitation after illness. It includes all aspects of health, physical and mental. The questions of the difference between health and wellness concept for the treatment and prevention, the scope of health tourism as a broad concept including medical tourism, management, marketing and advertising, as well as insurance and accreditation of health facilities offering services in the field of medical tourism are considered. The material covers the most popular destinations for health / medical tourism, their advantages and risks of globalization in health care and basic interventions to improve the health status of individuals. The material is selected in accordance with the prescribed workload and specifics of the program and within a reasonable compromise between theoretical and applied material. The subject is interesting in the training of specialists with training in tourism, directed to the specialization in this field, which place a bridge between tourism and health services. The aim of the course is acquisition of basic knowledge about the importance of health and medical tourism.

Course content:

Health tourism - nature, importance and characteristics. New concepts in the field of health. Health tourism-classification according to the priority order for undertaking the journey. Characteristics of health, medical and wellness tourism. Medical tourism, health tourism. Main features, procedures and interventions. Market for health tourism. Trends in supply and demand for medical services. Preconditions for medical and health tourism. Promotion of medical tourism - benefits. Medical Tourism - Risks. Management and marketing of health and wellness tourism. Health, illness, wellness. Types of wellness. Organization and management of wellness vacation. Quality and safety of medical tourism. Legislation Development of medical and health tourism. International accreditation and certification.

Teaching and assessment:

Training in the academic discipline is in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during

the lectures and in the progress assessment are taken into consideration. Of major importance are the results achieved by the set assignments and tests.