



## SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"

*Blagoevgrad 2700, 66 Ivan Mihaylov Street  
Tel. + 359 /73/ 88 55 01, Fax: +359/73/ 88 55 16*

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

### DEPARTMENT OF TOURISM ECTS Information Package

#### Tourism Major Master Programme: Hotel and Restaurant Management

##### **Requirements for the professional qualifications and competence of graduates:**

The Master's degree is designed to reinforce students' theoretical knowledge and practical skills, enabling them to organize their own hotel or restaurant business and / or perform top management functions. Therefore, the courses included in the curriculum build fundamental knowledge related to the administration, planning and technology of hotel and restaurant management.

##### **Requirements for the specialist preparation:**

A graduate with a Master's degree in "Hotel and Restaurant Management" should have specific skills in the areas of:

- Hotel and restaurant chains
- Management of intangible assets in hotel complexes
- Logistics and resource provision for hotel and restaurant management
- Culinary tourism and catering
- Social psychology and tourist behavior
- Legal regulations in the field of tourism

##### **A specialist with a Master's degree has to:**

- Know the specifics of the management of quality systems in hotel and restaurant management as well as all the criteria and indicators for quality and competitiveness of tourism products and activities

- Possess a high degree of autonomy in making management decisions in the field of tourism.

This implies focusing on the application of theoretical knowledge both in a simulated situation during the training course and when solving a specific practical case. In regulating this process a dialectical relationship between the second and third educational degree must be followed.

Knowledge and experience should be applied integrally in the analysis of:

- The market of tourist services
- The state and development of tourist resources in different geographic regions
- The regulations and their enforcement in hotels, restaurants, tour operating and tour agency businesses, advertising and other activities related to tourism.

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

The qualification characteristics of the major "Tourism" for the Master's degree with a professional qualification "Master in hotel and restaurant management" is a key document that determines the development of curriculum and educational programs. It is consistent with the Higher Education Act, the Ordinance on state requirements for acquiring the degrees of "Master", "Bachelor", "Specialist" and the regulations of SWU "Neofit Rilski".

Upon completion of their studies in the Master's program with a degree in Hotel and restaurant management, the graduates have theoretical and practical skills and knowledge. They are given the opportunity to work in various capacities in the field of tourism, to manage different departments and sectors of the hospitality business.

**CURRICULUM STRUCTURE**  
**PROFESSIONAL FIELD: TOURISM**  
**MAJOR: TOURISM**

**EDUCATIONAL AND QUALIFICATION DEGREE: MASTER**

**MASTER PROGRAMME: HOTEL AND RESTAURANT MANAGEMENT PROFESSIONAL**

**QUALIFICATION: MASTER IN HOTEL AND RESTAURANT MANAGEMENT**

**FORM OF EDUCATION: PART-TIME AND FULL-TIME**

<b>First Year</b>			
<b>First Semester</b>	<b>ECTS Credits</b>	<b>Second Semester</b>	<b>ECTS Credits</b>
1. Hotel and restaurant product design	5.0	1. Hotel and restaurant chains	4.0
2. Logistic systems in the hotel business	5.0	2. Social psychology and tourist behavior	4.0
3. Catering	5.0	3. Management consulting services in the hotel and restaurant business	4.0
4. Management of intangible assets in the hotel complex	5.0	4. Elective course	3.0
5. Elective course	5.0	State exam or Master thesis	15.0
6. Elective course	5.0		
<b>Elective courses (students choose two courses)</b>		<b>Elective courses (students choose one course)</b>	
1. Strategic planning in hotel complexes	5.0	1. Business event management	3.0
2. Culinary tourism	5.0	2. Spa and wellness hotels	3.0
3. European legislation on nutrition	5.0	3. Hotel animation	3.0
4. Promotional activities in tourism	5.0	4. Technological systems in hotel and restaurant business	3.0
5. Factoring in hotel and restaurant business	5.0	5. Standardization of hotel and restaurant business	3.0
	Total 30		Total 30

**TOTAL NUMBER PER YEAR: 60 CREDITS**

**DESCRIPTION OF THE ACADEMIC COURSES**  
**Tourism Major**  
**Master Programme: Hotel and Restaurant Management**

**HOTEL AND RESTAURANT PRODUCT DESIGN**

**ECTS credits:** 5

**Form of assessment:** progress assessment and exam

**Semester:** 1

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The training course includes basic issues in preparation and design of hotel and restaurant products. It is developed in accordance with state requirements for training of students of economic specialties. The aim is to give students a thorough knowledge of managing the process of designing the products of these two key areas of the hospitality industry (hotels and restaurants) and to explore basic issues and practical approaches in a market economy. A good knowledge of hospitality management, marketing and business planning is required for the successful implementation of the training program. The main tasks to be solved in the implementation of the training course are: 1. Acquiring theoretical knowledge about the nature of the products of hospitality companies. 2. Acquiring knowledge and skills to managing the process of product design. 3. Formation of skills for independent product development of hotel and restaurant companies.

**Course content:**

Module 1. Pre-project activities - the process of designing the hotel and restaurant product. Purpose of Module 1: Introduction to the management process of designing hotels and restaurant product, organization and management of pre-project activities. Topics: 1. Product and production concepts - concepts and applications in the management of hospitality businesses. Advantages over other marketing concepts. On-site introduction to the specifics of the hospitality product. 2. Market of the hospitality product. 3. Managing the process of projection of a hotel and restaurant product. Stages in the process of managing this activity. Features of management in creating products for the hospitality business. 4. Pre-project activities work - nature, content and necessity of their implementation. Introduction to specific feasibility activities. 5. Information Assurance the process of product design the hotel and restaurant business. Sources of information. Types of information. Information System. Methods of gathering information. Methods for processing and analysis of information. Creation of a database and content database. 6. Study market hospitality products and competitors - nature and stages. Methods of study. Indicators for analysis and evaluation. 7. Sales prognosis and market share of the product of the hospitality and restaurant business - nature, importance and methods. 8. Capital and human resources to create a hospitality product. Analysis and assessment of capital resources - differentiation, typing and grading. Analysis and evaluation of human resources. Product quality and service culture. 9. Study of the projected demand product - types of study and methods. Selection of target markets. Understanding the different activities in specific tourist objects. Module 2. Projecting of the product of a hotel and restaurant firm. Purpose of Module 2: Students should be able to evaluate the product through various kind of analyzes and to create hotel and restaurant products. Topics: 1. Technological process of designing a tour agency and tour products - nature and stages. Criteria for evaluation of new product ideas. Identifying the components of the product. 2. Business analysis of tourist products. Nature, methods of analysis, performance analysis and evaluation. Product rating through SWOT analysis and portfolio analysis. 3. Product positioning and measuring position. Stages in the development of a strategy for positioning. Distribution and communication policy of the tour agency and tour operator for selling the finished product. 4. Strategies and approaches in creating of hospitality products – specialization, cooperation, concentration. Innovation in creating of hospitality products. Nature. Mean directions. Innovative strategy. 5. Investment policy of the hotel and restaurant enterprise for the creation of new products. Introduction to new activities in concrete tourist objects.

**Teaching and assessment:**

The course ends with an exam. The course gives priority to practical and independent work, which is intended to be both individual and in workgroups. Students' knowledge, skills and competence is assessed based on the practical exercises and homework assignments as well as computer tests and coursework. Current control is exercised. The purpose of the current control is to establish liability with regard to the obligation preconditioning for systematic learning, the formation of practical thinking, expertise in working with informational products and ability to work in a team.

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

**Exam type:** written

## LOGISTIC SYSTEMS IN THE HOTEL BUSINESS

**ECTS credits:** 5

**Form of assessment:** progress assessment and exam

**Semester:** 1

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

"Logistic Systems in Tourism" introduces students to the nature of the logistic concept, the relationships and dependencies between logistics and other functional areas of the management of tourism, the elements and functions of the logistic systems, the main approaches and methods of the logistic systems, the trends, practical experience and effect of the logistic systems in various fields and industries. The place and role of participants in the logistic process and the characteristics of the relationship between them are thoroughly clarified. The peculiarities of logistic systems in tourism related activities in the service sector and the public sector are revealed. Special attention is given to the techniques and technology used in the organization and management of logistic systems. The importance of integrated management for the effective functioning of logistics system is emphasized. The course "Transportation Systems in Tourism" aims at introducing students to the place and role of logistics in the economy, tourism and the variety of other organizations, the major approaches and methods for its management, as well as the global trends, experiences and achievements of leading organizations in its application. The subject, target and scope of logistic systems in an organizational, national and international level are profoundly elaborated on.

**Course content:**

Principles, objectives and tasks of logistic tourism. Logistics as a process serving the reproductive cycle. The advancement of logistics over the years - the development of theory and practice. Nature, elements and functions of logistic systems in tourism. Main characteristics of the logistic management system of logistics flow. Current problems of logistic systems in tourism. Logistic supply channels in tourism. Intermediaries, nature, functions. Internationalization of logistics trans-factors, new moments. Internationalization of logistics, strategic partnership. Key tasks of logistics in terms of the Internet. Internet as a global auction. Logistics management process - strategic, operational and tactical planning. Management of logistic processes - managerial decisions, information system. Physical distribution - nature, objectives and activities. Participants in the distribution process. Logistic concept of physical distribution. Logistic network and chains. Physical flow in the distribution process. Inventory Management - The need of maintaining stocks. Design of supply chains. Logistics, logistic analysis activities. Transforming warehouses into a distribution center. Design of logistic systems in tourism. Trends in the development of transport services. Clients in the distribution chain - stages of service. The use of analysis in customer service improvement. Distribution in the context of EU integration. Influence of the environment. Free economic zones. Communications and Information System of logistics.

**Teaching and assessment:**

The course ends with an exam. The course gives priority to practical and independent work, which is intended to be both individual and in workgroups. Students' knowledge, skills and competence is assessed based on the practical exercises and homework assignments as well as computer tests and coursework. Current control is exercised. The purpose of the current control is to establish liability with regard to the obligation preconditioning for systematic learning, the formation of practical thinking, expertise in working with informational products and ability to work in a team.

## 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 of the contemporary principles of the food and beverage industry is provided. 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

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

**Exam type:** written

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

**Exam type:** written

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. Institutional nutrition. Principles of the institutional nutrition - kindergartens, schools, hospitals - regulations. Creating a menu, menu ingredients depending on the type of events and specific client. Sales of products and services. Marketing and advertising of the 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 of service during a banquet. Organization of the hall, seating guests. Organization of services for different types of catering receptions ('A la rousse', 'A la furshet' cocktail, tea reception), aviation catering and catering at business events.

**Teaching and assessment:**

The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be individual and in workgroups. Knowledge, skills and expertise in developing both practical assignments and course work are assessed. Progress assessment at each session is envisaged. The aim of the progress assessment is to establish responsibility in respect of assignments, systematic learning, applied thinking skills, skills for selecting and analyzing of information and the ability to work as a team. The progress assessment is carried out by the following methods: Discussion, argumentation of opinion on the preliminary work; Defense of implemented cases and tasks; Check of theoretical and practical assimilation of the educational material; Presentation and persuasion in presenting their own ideas.

## **MANAGEMENT OF INTANGIBLE ASSETS IN THE HOTEL COMPLEX**

**ECTS credits:** 5

**Form of assessment:** progress assessment and exam

**Semester:** 1

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The course is designed for students in the Master's programme with a major in "Management of hotel and restaurant businesses." The goal is for students: (i) to know the hidden, invisible part of the company's value generated by the operation of intangible assets or the so-called "Intellectual capital"; (ii) to be able to identify the different types of intangible assets as part of the intellectual capital of tourism companies and effectively make use of them in building the competitive advantage of hotel and restaurant businesses; (iii) to know and be able to apply different approaches and methods of measurement of intellectual capital and intangible assets respectively in the hotel and restaurant management; (iv) to be able to manage intellectual capital, intangible assets, respectively, for the innovation of hotel and restaurant businesses.

**Course content:**

Nature and scope of intellectual capital: The importance of intellectual capital for the company's value, Structural components of intellectual capital, Status and development of theories of intellectual capital, intangible assets in innovative activity: Role and importance of intangibles in innovation processes; Classification of intangible assets Accelerating of the innovation activity; Approaches and methods for measuring intellectual capital: Approaches for measuring intellectual capital, methods focusing on intangible assets with an emphasis on methods independent indicators, Methods focusing on the varieties of intellectual capital, Management of intellectual capital for the purposes of innovation processes and corporate value increase: Planning of the activities for managing the intellectual capital, Organization of the management of intellectual capital, Controlling the efficiency of intellectual capital.

**Teaching and assessment:**

The course is taught in a lecture - form. At the beginning of each lecture there is always a brief introduction, which ensures the necessary transience from one topic to another. In the process of familiarizing students with the new topic, they are involved in a discussion so that a continuity between lectures can be achieved and students themselves can reach conclusions that would lead to the new material. For an illustration of the

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

**Exam type:** written

presented theoretical and practical issues, "Power-Point presentations are used via a multimedia projector. During lectures, there is also one test and within one semester, some written assignment (coursework / paper) is prepared. The course ends with a written exam (developing 2 questions) at the end of the first semester. The knowledge, skills and competence are assessed both at the discussions during the lectures and the ongoing control, the results achieved by the set assignments are of high importance as well as the course project (paper) and the conducted test. The test is conducted based on a preliminary- prepared syllabus with specific reference to the issues and literature.

## STRATEGIC PLANNING IN HOTEL COMPLEXES

**ECTS credits:** 5

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

**Form of assessment:** progress assessment and exam

**Exam type:** written

**Semester:** 1

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

Students will become familiar with current thinking, approaches and practical tools for strategic planning. During the training they will receive sufficient information about the assumptions that underlie the need for strategic thinking and action at all levels of the economy. Specific methodology and technology in the development of various business strategies will be differentiated between. Special attention will be given to innovative strategies and strategies for the full utilization of human capital. Various barriers of choice and implementation of strategies as well as tools to overcome them in the current economic context will be discussed. The course is consistent with the current workload and allows you to learn the nature, role and tools of strategic planning capabilities. The aim of the course is to equip students with knowledge and skills in teaching and to form in them a clear idea and belief that strategic planning is a philosophy and a tool to achieve company goals, prosperity of any economic system in the modern world.

**Course content:**

Evolution theory and practice of planning. Background and philosophy of major strategic models. Strategy as an element of economic policy; Strategic planning, definition, characteristics, levels, Interactions of strategic planning with the other types of planning, Principles of strategic planning, Approaches and methods of strategic planning, Types of business strategies, Characteristics of the main types, entities and organizations of Strategic Planning, Analysis of the external and internal environment; Predicting the factors of the internal and external environment; Determining the guidelines of development, Strategic analysis and analysis of the competitors; Choice of corporate strategy, Organizational strategy - nature and stages of implementation; Types of strategies for the major activities, Strategic marketing strategy, Strategy for research supplement; Strategies for increasing the productivity of the human factor, Strategic decisions in terms of the integration and globalization, Opportunities and barriers in the choice of strategies and their implementation.

**Teaching and assessment:**

Lectures are conducted in the established traditional way, students are acquainted with the material. At the beginning of each lecture there is always a brief introduction, which ensures the necessary transience from one topic to another. In the process of familiarizing students with the new topic, they are involved in a discussion so that a continuity between lectures can be achieved and students themselves can reach conclusions that would lead to the new material. The lectures are richly illustrated with schemes and tables with appropriate examples necessary for the training objectives. The course ends with an exam. Priority is given to the individual work of students. The knowledge, skills and competence are assessed on an ongoing, regular basis, the results achieved on the set assignments and tests being of high importance.

## CULINARY TOURISM

**ECTS credits:** 5

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

**Form of assessment:** progress assessment and exam

**Exam type:** written

**Semester:** 1

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

Knowledge of culinary tourism is necessary so as to organize competitive products related to nutrition. Eating in the tourist experience is important not only as an element of the tourist experience, but also as an independent reason for travel. Cooking is part of the culture of a community and culinary tourism should be studied as part of

cultural tourism. It creates an identity and is a factor in promoting the development of a local community. In the course of culinary tourism travel stimulated interest in food and nutrition is studied, as well as a classification of the types of culinary tourism, creating of a culinary product and its presentation on the market, the characteristics of culinary tourism in the era of globalization. The trends in modern nutrition and healthy eating are studied, a detailed description of the modern diet is presented, as well as the prerequisites for the development of culinary tourism and the factors that stimulate or impede it. The main motives and attitudes of culinary tourists are discussed. Such new concepts in the culinary / gourmet tourism as molecular gastronomy, slow food, convergence and adaptation in contemporary dining are presented in addition to the characteristic features of some of the world famous national cuisines. The aim of the course is to give basic knowledge about the nature and importance of culinary tourism.

**Course content:**

Current trends in nutrition. Nutrition and globalization, convergence and adjustment. Tourism related to food and nutrition. Defining the concept of culinary tourism. Classification. Cultural aspects of eating. Cultural identity. Structuralism. The concept of fast food and McDonalds eating. Restaurant chains. The role of food and wine for regional development. Profile of the culinary tourist. Behavior of the culinary tourist. Typology of the behavior of the culinary tourist. Culinary tourism based on the world famous cuisines-French culinary traditions. Italian cuisine - characteristics and specificity. Combining food and wine in the Italian culinary tradition. Japanese cuisine - sushi. Indian cuisine. Popular destinations for culinary tourism - Austria, Australia. New global cuisine - authenticity and local identity in postmodern gastronomy. Management of Culinary Tourism - Challenges and Perspectives.

**Teaching and assessment:**

The course is taught in a lecture - form. At the beginning of each lecture there is always a brief introduction, which ensures the necessary transience from one topic to another. In the process of familiarizing students with the new topic, they are involved in a discussion so that a continuity between lectures can be achieved and students themselves can reach conclusions that would lead to the new material. For an illustration of the presented theoretical and practical issues, "Power-Point presentations are used via a multimedia projector. During lectures, there is also one test and within one semester, some written assignment (coursework / paper) is prepared. The course ends with a written exam (developing 2 questions) at the end of the first semester. The knowledge, skills and competence are assessed both at the discussions during the lectures and the ongoing control, the results achieved by the set assignments are of high importance as well as the course project (paper) and the conducted test. The test is conducted based on a preliminary- prepared syllabus with specific reference to the issues and literature.

## EUROPEAN LEGISLATION ON NUTRITION

**ECTS credits:** 5

**Form of assessment:** progress assessment and exam

**Semester:** 1

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

Knowledge of European legislation is needed for professionals working in nutrition and eating, including those involved in hospitality. Ensuring safe food at different levels- production, processing, transportation, storage and supply of customers is indispensable for the development of successful business related to food and nutrition. With respect to this tourism professionals need to know and interpret the concept of 'risk', risk analysis and its three components - risk identification, risk management and risk communication. In the course of European legislation in the field of food and nutrition students will explore basic directives and regulations related to food safety control in the country, their interpretation and application to ensure safe and healthy food for the population. The aim of the course is to give basic legal documents related to ensuring quality of the food.

**Course content:**

Current trends in nutrition. Nutrition and globalization, convergence and adjustment. Free movement of food and food-related diseases. EU Directive 178/2002 posing the general principles and requirements for food hygiene and formulating criteria and procedures for ensuring food safety. EU Directive 882/2004 on official controls of food and fodder, control of the health of livestock and basic rules for public health protection. EU Directive 2073/2005 governing the microbiological criteria for foodstuffs. Principles of building a National System for Food Safety (HACCP) in the European Union (852/2004). Recommendations of the European Commission to avoid GMO contamination of cereals with GM in 2010. Food labeling and consumer awareness – European recommendations. Requirements of the harmonized legislation on food. EU Directive 2008/100 / of 28 October 2008 supplementing Directive 90/496 for the nutrition labeling of foods.

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

**Exam type:** written

**Teaching and assessment:**

The course is taught in a lecture - form. At the beginning of each lecture there is always a brief introduction, which ensures the necessary transience from one topic to another. In the process of familiarizing students with the new topic, they are involved in a discussion so that a continuity between lectures can be achieved and students themselves can reach conclusions that would lead to the new material. For an illustration of the presented theoretical and practical issues, "Power-Point presentations are used via a multimedia projector. During lectures, there is also one test and within one semester, some written assignment (coursework / paper) is prepared. The course ends with a written exam (developing 2 questions) at the end of the first semester. The knowledge, skills and competence are assessed both at the discussions during the lectures and the ongoing control, the results achieved by the set assignments are of high importance as well as the course project (paper) and the conducted test. The test is conducted based on a preliminary- prepared syllabus with specific reference to the issues and literature.

### PROMOTIONAL ACTIVITIES 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 presents the set of practical knowledge in the field of tourism promotion. The syllabus is based on the fundamental marketing theory of the marketing mix. The lecture classes include the techniques of promotions, discounts and additional free of charge services. Examples of good practices are given for all types of promotional activities. Special attention is given to the promotion distribution channels and the strategic techniques for attracting tourism consumers as well as to the methods of promotion through the new technologies, internet applications and web-based systems as a way of new type of tourism product promotion.

**Course content:**

Essence and content of promotional activities in tourism. Communication strategies for promotional activities in tourism. Advertising, sales promotion and promotional activities in restaurants. Concept in promotional activities in tourism. Promotional activities for corporate clients - offering promotional and special prices. Offering better terms for package services. Types of discounts. Additional services on request. Types of discounts for corporate clients. Development, evaluation and introduction of new tourist products serving as promotion. Essential tools for stimulating the reaction of the target audience to the tourism product. Discounts, reductions, price variation - promotional prices for early bookings, seasonal sales, prices for special categories of customers, bonus discounts. Development and provision of additional free-of-charge services to acquire a maximum period of travels. Promoting tourism product through a prize. Promotion through format. Promotion through lotteries – as a special kind of prize, awarded on the site of providing 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 reward through certificates or coupons, web identification codes - giving the owner the right to discount on the cost of 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 clientele. Intercultural features in the preparation of promotional activities in the hotel and restaurant industry. Attracting customers through promotion and through special offers tailored to the religious, social and personal characteristics. Adequacy of the offer formulation.

**Teaching and assessment:**

The training is organized in the form of lectures. The course ends with an exam. Priority in training is given to the practical and individual student's work. Knowledge, skills and competence are assessed in current tests and the results of the set tasks and tests are of great importance.

### FACTORING IN HOTEL AND RESTAURANT BUSINESS

**ECTS credits:** 5**Form of assessment:** progress assessment and exam**Semester:** 1**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Course hours per week:** 31 + 0s**Exam type:** written



**Annotation:**

The Discipline "Factoring in the hotel and restaurant business" is intended for students of the Master's programme with a professional qualification of "Management of the hotel and restaurant business." The course has been prepared as specialist information of factoring as a specific and relatively new form of trade, which allows for seeking better opportunities to achieve those financial goals in the hospitality business. The aim of the course is for students of Tourism: (i) to know the specifics of factoring, its varieties and its mechanism of operation in hospitality; (ii) to be able to adapt the application of the methodological tools of factoring to the specific conditions of the hospitality business; (iii) to be able to develop a system of criteria and indicators for assessing the risk of using factoring in the hotel business; (iv) to acquire specialized knowledge and skills to analyze and evaluate the results of the use of factoring in the hotel; (v) to formulate management solutions to improve the use of factoring in the hotel business. In view of these objectives lectures are divided into three separate blocks and seminars respectively in two separate blocks. The course is oriented towards training students who wish to pursue a career in international tourism, particularly in companies engaged in hospitality and financial consultancy.

**Content of the course:**

Theoretical Issues in factoring. Status and development of the theory of factoring. Mechanisms of factoring operation. Economic advantages and limitations of the application of factoring. Methods and methodology of factoring in the hotel business. Factoring in the strategy of businesses. Methodological tools of factoring in the hotel business. Assessment and management of risk in factoring operations in the hospitality business. Applied and practical issues of factoring into the hotel business. Factors determining the decision to use factoring in the hotel business, Analysis and evaluation of the application of factoring companies in the hotel, Guidelines and recommendations for improvement of factoring in the hotel business.

**Teaching and assessment:**

The course is taught in a lecture - form. At the beginning of each lecture there is always a brief introduction, which ensures the necessary transience from one topic to another. In the process of familiarizing students with the new topic, they are involved in a discussion so that a continuity between lectures can be achieved and students themselves can reach conclusions that would lead to the new material. For an illustration of the presented theoretical and practical issues, "Power-Point presentations are used via a multimedia projector. During lectures, there is also one test and within one semester, some written assignment (coursework / paper) is prepared. The course ends with a written exam (developing 2 questions) at the end of the first semester. The knowledge, skills and competence are assessed both at the discussions during the lectures and the ongoing control, the results achieved by the set assignments are of high importance as well as the course project (paper) and the conducted test. The test is conducted based on a preliminary- prepared syllabus with specific reference to the issues and literature.

## HOTEL AND RESTAURANT CHAINS

**ECTS credits:** 4

**Form of assessment:** progress assessment and exam

**Semester:** 2

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The course is intended to provide general and specialized knowledge and practical skills on planning, design and implementation of restaurant and hotel chains. It works towards understanding the place, role and importance of hotel and restaurant chains, the nature and content of the market of hotel and restaurant goods the mechanism for organizing and managing the market. The main aspects of the hotel and franchising in the restaurant business are studied as well as the innovations in the hospitality business, marketing and advertising associated with these major tourist activities. Students are supposed to prepare a paper in the form of a presentation elaborating on current aspects and innovations in restaurant chains.

**Course content:**

Theoretical and methodological issues of restaurant and hotel chains. Restaurant and hotel business management as a major tourist activity, factors for development; Hotel and restaurant chains - characteristics, functions, regulations. Features and modern trends in fast food chains. Cultural aspects of planning and organizing out-of-home eating. Forms and technology of service in the restaurant business. Planning, design and implementation of innovations in hotel chains. Franchising. Market of hotel and restaurant products; Marketing, advertising, public relations.

**Teaching and assessment:**

**Course hours per week:** 4l + 0s

**Exam type:** written

The practical seminars include the following components: Comprehensive assessment of the quality of the hotel and restaurant products. Menu design and evaluation of calorific value. Students make one progress test during the semester. The requirements for the semester is regular attendance and completion of tasks.

### **SOCIAL PSYCHOLOGY AND TOURIST BEHAVIOR**

**ECTS credits:** 4

**Form of assessment:** progress assessment and exam

**Semester:** 2

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The course is focused on the theoretical and practical aspects of tourist behavior and the underlying motives. In-depth knowledge of the determinants and motivators that are the basis for taking trips provides a considerable freedom and competence in terms of tourist market segmentation and defining the different types of travelers. For specialists in tourism, it is extremely important to be able to explore and examine the psychological and social reasons, which affect tourists in deciding the consumption of tourism goods and services. The knowledge and information in this particular area will surely lead not only to generation of higher revenues in tourism enterprises, but also to a significant improvement of service quality in tourism and effectiveness of the tourism activity as a whole. The aim of the course is to equip students with theoretical knowledge regarding tourist motivation and its application in real market conditions. The knowledge that students receive is directed to an investigation of the nature and types of tourist behavior, the main factors that determine it, the specificity of social contact and interaction with tourists, cultural enrichment, culture shock and modeling the process of decision making and purchase of a tourist trip.

**Course content:**

Nature of tourist behaviour – tourist behaviour and consumer behaviour, etc and emic approaches, conceptual schemes and theories, tourist studies. Social roles and individual features of tourists. Demographic factors determining the types of tourist behaviour. Tourist motivation – analysis of the motives for travel. Destination choice – characteristics and specifics. Image-building and promotion of tourist destination according to tourist motivation and behaviour. Social interaction and communication between tourists – the tourist-tourist relations. Social interaction and communication between tourists – the tourist – host relations. Cultural enrichment and cultural shock – definition and peculiarities. Tourist perceptions and tourist experience on site. Modeling the decision-making process. Specifics of tourist behaviour on package holidays. Loyal tourists. Measuring tourist satisfaction. Trends in tourism demand, caused by changes in tourism motivation and behaviour.

**Teaching and assessment:**

Training takes the form of lectures. Required at the beginning of each lecture is a brief introduction, ensuring the necessary transience from one topic to another. In the process of familiarizing students with the new theme there is a discussion with them to achieve continuity between lectures and in order to help students to reach conclusions that will bring in new material. For illustration of the considered theoretical and practical problems, Power-Point presentations are employed, using a multimedia projector. The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be individual and in workgroups. Knowledge, skills and expertise in developing both practical assignments and course work are assessed. Progress assessment at each session is envisaged. The aim of the progress assessment is to establish responsibility in respect of assignments, systematic learning, applied thinking skills, skills for selecting and analyzing of information and the ability to work as a team. The progress assessment is carried out by the following methods: Discussion, argumentation of opinion on the preliminary work; Defense of implemented cases and tasks; Check of theoretical and practical assimilation of the educational material; Presentation and persuasion in presenting their own ideas.

### **MANAGEMENT CONSULTING SERVICES IN THE HOTEL AND RESTAURANT BUSINESS**

**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:** 41 + 0s

**Exam type:** written

The course in Management Consulting Services in the Hotel and Restaurant Business is intended for students of the Master's programme with a professional qualification of "Management of the hotel and restaurant business" and those with a major in Tourism. The course has been prepared as a specialized information series on management consulting in the field of hospitality. The aim of the course is for the students of Tourism: (i) to accept the counseling of the managers of hotel and restaurant businesses as a necessary and valuable service that they provide for a fee of objective outside people to help improve the management, operation and economic outcome of their organizations; (ii) to know the types and parameters of individual tools of management consulting; (iii) to be able to establish a stable and fruitful dialogue between consultants and managers of hotel and restaurant businesses, which will result in the elaboration and implementation of real practice-oriented management solutions. In view of these objectives lectures are divided into three separate blocks and seminars respectively in two separate blocks. The course is oriented towards training students who wish to pursue a career in international tourism, particularly in companies engaged in hospitality, catering, consulting and marketing.

**Course content:**

Consulting for organizational change; Promoting and developing the challenge of organizational change: Consulting in order to change; Creating value by client – consultant interaction, Competence of management consultants; Overall system consulting; Role of consultants for creating sustainable results. Change of management frameworks and perspectives; Intervention and organizational change: building the capacity for organizational change, use of metaphors in consulting for organizational change. Effects of counseling for the purpose of changing; Consultation processes for organizational change; Variation of the traditional approaches to diagnosis and detection of corporate business processes. Client-consultant cooperation . Client-consultant relationship: Acts of clients in managing "client-consultant" relationship. Internal analysis of "client-consultant" relationship ; Counseling as a comprehensive consultation process of relationships, systems design interventions. Increasing the efficiency of Client-consultant cooperation; The dual role of being both client and consultant; The challenge of 'outside impartiality' - having internal knowledge and information" Establishing a framework of interaction on many levels. Trust and power in management consulting; Mapping the political terrain of the client - consulting model analysis; Power foundations and Power use in counseling; Achieving confidence in counseling - denial of improvisation. Current trends and issues in management consulting. Industry Management Consulting; Using the creation of paths of knowledge in higher management consulting; Models of management consulting; Evaluation studies for the purpose of improving the consulting practice. Trends and techniques in management consulting: Building a responsible company inside out, The new role of human resources and organizational development consultants; Tools based on information visualization technologies to expand opportunities for the development of strategic solutions. Defining the boundaries for the new expertise: how the management personnel can better protect their positions, defining the powers and responsibilities of the managing personnel, defining the expectations of the consultants' activity.

**Teaching and assessment:**

The course is taught in a lecture - form. At the beginning of each lecture there is always a brief introduction, which ensures the necessary transience from one topic to another. In the process of familiarizing students with the new topic, they are involved in a discussion so that a continuity between lectures can be achieved and students themselves can reach conclusions that would lead to the new material. For an illustration of the presented theoretical and practical issues, "Power-Point presentations are used via a multimedia projector. During lectures, there is also one test and within one semester, some written assignment (coursework / paper) is prepared. The course ends with a written exam (developing 2 questions) at the end of the first semester. The knowledge, skills and competence are assessed both at the discussions during the lectures and the ongoing control, the results achieved by the set assignments are of high importance as well as the course project (paper) and the conducted test. The test is conducted based on a preliminary- prepared syllabus with specific reference to the issues and literature.

## BUSINESS EVENT MANAGEMENT

**ECTS credits:** 3

**Form of assessment:** progress assessment and exam

**Semester:** 1

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The training course "Business Event Management" aims at highlighting the features and characteristics of business events in tourism, the demand and supply of their product varieties - congresses, conferences, symposia, corporate meetings, exhibitions, incentive programs and opportunities for their effective management. Through the course, students acquire basic knowledge on the technology of organization of business events and

**Course hours per week:** 21 + 1s

**Exam type:** written

alternative options to measure and assess their significance. The aim of the course is to equip students with basic knowledge and practical skills in teaching material. The expected results are expressed in students' acquisition of knowledge on basic organizational features of business events and their specific management. Special emphasis is put on building skills to apply the theoretical material in practice.

**Course content:**

Nature of business events and the concept MICE - Meetings, Incentive Travel, Conferences and Exhibitions. Factors determining the main directions in the management of business events. Demand and supply of main product types of business meetings in tourism. Marketing and PR of business events in tourism. International business events and meetings. Key trends in business activities. Organization and technology of congresses, conferences, symposia, meetings and corporate events. Organization and conduct of trade and consumer exhibitions. Development of incentive programs and conducting incentive trips. Modern information and communication technologies applied in the management of business activities. Measurement and isolation of economic impact of conducting business meetings. Concept of ROI (Return on Investment) for measuring the effectiveness of conference events. Qualitative assessment of business events - scale degree charts and rating scale creation. Quality indicators for measuring the importance of business meetings and achieved effects. Communication process as the basis for achieving better results in the organization of business events.

**Teaching and assessment:**

The course is taught in a lecture - form. At the beginning of each lecture there is always a brief introduction, which ensures the necessary transience from one topic to another. In the process of familiarizing students with the new topic, they are involved in a discussion so that a continuity between lectures can be achieved and students themselves can reach conclusions that would lead to the new material. For an illustration of the presented theoretical and practical issues, "Power-Point presentations are used via a multimedia projector. During lectures, there is also one test and within one semester, some written assignment (coursework / paper) is prepared. The course ends with a written exam (developing 2 questions) at the end of the first semester. The knowledge, skills and competence are assessed both at the discussions during the lectures and the ongoing control, the results achieved by the set assignments are of high importance as well as the course project (paper) and the conducted test. The test is conducted based on a preliminary- prepared syllabus with specific reference to the issues and literature.

## SPA AND WELLNESS HOTELS

**ECTS credits:** 3

**Form of assessment:** progress assessment and exam

**Semester:** 2

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The course „Spa and wellness hotels" is designed for students in the Master's programme with a degree in Management of the hotel and restaurant businesses as well as for students with a degree in "Tourism". The course has been prepared as a specialized information series on the typology and characteristics of functioning of spa therapy structures such as spa and wellness hotels, and the specialized medical establishments for rehabilitation and physiotherapy. The aim of the course is for the students of Tourism: (i) to familiarize themselves with existing organizational structures in rehabilitation, spa and wellness tourism; (ii) to know and be able to manage the supply of specific activities in the spa and wellness hotels and spa facilities in specialized establishments for spa, prevention and recreation such as spa-, water-, mud- and paraffin- therapies, etc.; (iii) to conduct the management of specific types of personnel in spa, spa and wellness hotels, and specialized medical facilities and be able to plan, organize and control activities in recruitment, selection and development of staff who is in direct contact with the client / patient who carries out procedures associated with spa, water, mud, paraffin, or lye- treatment; (iv) to be able to formulate and implement proper marketing policy on its main components. The course is oriented towards training students who wish to pursue a career in international tourism.

**Content of the course:**

Historical development of spa and supply of spa and wellness services. Resource availability for the spa sub-sector, spa and wellness tourism (sub sector "Thermalism"). Structure of thermalism: rehabilitation, thalassotherapy, spa. Economic effect of the sub sector of spa and wellness tourism (the sub sector "thermalism"). Organizational structures in rehabilitation, spa and wellness tourism based on ownership. Organizational structures in rehabilitation, spa and wellness tourism in the structure based on the structure of the performed medical activities. Geographical distribution of organizational structures in rehabilitation, spa and wellness tourism. Major therapeutic indications of rehabilitation, spa and wellness hotels and specialized medical

**Course hours per week:** 21 + 1s

**Exam type:** written

facilities: Rheumatology, Lung problems / ENT, Psychosomatic diseases, Metabolic and gastrointestinal disorders, Genitourinary system; Disorders in child development, Dermatology, Diseases of the oral mucosa; Gynecology; Phlebologiya, Cardiovascular diseases, Metabolic diseases. Basic therapeutic techniques in specialized medical thermal facilities: Indoor Hydrotherapy: inhalation, gargle, spray drinking water; Outdoor Hydrotherapy: baths, showers, local applications, and targeted therapy: dietetics, relaxation, nutrition counseling, lectures, individual instruction. Basic techniques in spa therapy, spa and wellness hotels: Exercise in a swimming pool, gymnastics, various massages, Sauna, Hammam, Aromatherapy, Bath, shower, washers massage (Jacuzzi) wrap; Aesthetic procedures, peeling. Main activities of personnel involved in the thermal spa treatments, spa and wellness hotels, and specialized medical facilities: Reception and acceptance of the patient / client, organization of the workplace, performing procedures, ensuring hygiene and safety in the working environment; Communication; Recruitment, selection and management of personnel involved in the thermal spa treatments, spa and wellness hotels, and specialized medical facilities. Pre and continuing vocational training of personnel involved in the thermal spa treatments, spa and wellness hotels, and specialized medical facilities. Certification and validation of knowledge, competencies and skills. Product and pricing of rehabilitation, spa and wellness hotels, and specialized medical facilities. Distribution (Disposal) and advertising and promotional policy of rehabilitation, spa and wellness hotels, and specialized medical facilities. Public Relations of spa and wellness hotels. Specialized medical facilities.

**Teaching technology and assessment:**

The course is taught in a lecture - form. At the beginning of each lecture there is always a brief introduction, which ensures the necessary transience from one topic to another. In the process of familiarizing students with the new topic, they are involved in a discussion so that a continuity between lectures can be achieved and students themselves can reach conclusions that would lead to the new material. For an illustration of the presented theoretical and practical issues, "Power-Point presentations are used via a multimedia projector. During lectures, there is also one test and within one semester, some written assignment (coursework / paper) is prepared. The course ends with a written exam (developing 2 questions) at the end of the first semester. The knowledge, skills and competence are assessed both at the discussions during the lectures and the ongoing control, the results achieved by the set assignments are of high importance as well as the course project (paper) and the conducted test. The test is conducted based on a preliminary- prepared syllabus with specific reference to the issues and literature.

## HOTEL ANIMATION

**ECTS credits:** 3

**Form of assessment:** progress assessment and exam

**Semester:** 2

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

In accordance with the new vision for the tourism industry, the Course offers a new and comprehensive view on major issues and tricks for rivalry. Emphasis placed on the possibilities for modeling of the hotel business to the new requirements and needs of the market environment. In this context, tourist animation interpreted as an element of the hotel product, which activates the behavior of tourists to meet the needs of physical activity, play, adventure, new skills and knowledge, creativity, especially through structured programs. The course aims to familiarize students and focus on those methods whose application helps to achieve a competitive advantage in hospitality. Through animation are displayed distinctive aspects of modern tourism in the opportunities for increasing the efficiency of hotel operations and achieve maximum satisfaction among users of hotel product. The inclusion of the subject in the curriculum is justified by the increasing global importance of tourism and consumer in full satisfaction of the stated and perceived needs. The aims and objectives of the course are to enrich students' knowledge and practical skills in teaching material. The expected results expressed in improving students' knowledge about the tourist animation, the specificity of the hotel animation and specific requirements for the official name "entertainer at a hotel." Completion of the course involves skills to interpret thematic animation programs and practices.

**Course content:**

Overview of tourism animation - nature, characteristics and importance. Basic concepts and types of tourist animation. Factors of tourist animation. Tourism animation in hotel. Nature, types and content of tourist animation in marine resort complexes. Nature, types and content of tourist animation in mountain resorts. Rendition of tourist animation depending on the specific area: Animation focuses on physical activity; Animation aimed at communicating; Animation aimed at game. Animation directed to work; Animation focused

**Course hours per week:** 21 + 1s

**Exam type:** written

culture. Rendition of tourist animation depending on the season. Technology and organization of work of animator. Requirements of job name “animator”.

**Teaching and assessment:**

Lectures held by the established traditional way, students introduced consistently with the teaching material. Each lecture begins with a brief introduction, while ensuring the necessary separation and commitment to the taught material already. In the process of familiarizing students with the new theme is carried talk with them to achieve continuity between lectures and themselves to reach conclusions that will bring in new material. The lectures illustrated with graphical material and presented through multimedia. The course ends with an exam. The course gives priority to practical and independent work of students, which intended to be individual and in workgroups. Assessed knowledge, skills and expertise in developing both practical exercises and the assignments and course work. It is envisaged that current control of each session. The aim of the current control is to establish liability in respect of the prior training in systematic learning, formation of applied thinking skills, teamwork. It envisaged that the current control carried out by the following methods: Discussion of views on argumentation preconditioning; Protection of authorized cases and tasks; Verification of theoretical and practical assimilation of the material; Presentation and persuasion in presenting their own ideas.

### **TECHNOLOGICAL SYSTEMS IN HOTEL AND RESTAURANT BUSINESS**

**ECTS credits:** 3

**Course hours per week:** 21 + 1s

**Form of assessment:** progress assessment and exam

**Exam type:** written

**Semester:** 2

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The course deals with the processes and techniques for preparation, assembly and supply of tourist product of tour and travel agency businesses. A forward is to enrich students' knowledge in connection with the complicated and complex business of tour operators and tour agents, and in terms of functions, they perform. The course aims to teach and direct students to those operations and basic technologies for which technological requirements are determinant for the organization and implementation of organizational and intermediary activity. The presence of the subject in the curriculum is motivated by the need of professional training of students in tour and travel management and potential objectives and needs of domestic and international tourism. Using international experience, discipline and examines various information management systems, integration of which allows the rapid introduction of new products and improving existing ones. The course is mainly aimed for students to master the basic knowledge on how to use tour operator and tourist agency IT systems to ensure high quality of the tourism product.

**Course content:**

Nature and characteristics of technological systems. Types. Application to the tour operator and travel agency activities. Effective functioning of technological systems. Methods for variant design processes. Support services in IT systems. Management Information Systems. Systems Management Process. Organizational management systems. Systems for Quality Management (ISO9001-2000) and system health and safety (OHSAS18001). Technology bookings at travel agencies to date. Stages of the booking process. Requirements for personnel. Description of reservation systems and work with them. Stages of the booking process. Examples of functional reservation system. Security application. Security applications.

**Teaching and assessment:**

Lectures are held by the established traditional way, students are introduced consistently with the material. Each lecture begins with a brief introduction, ensuring the transience and connection to the previously taught material. In the process of teaching the new topics, a discussion is carried in order to achieve continuity between lectures. In these ways students, by themselves will come to conclusions that should introduce the new topic. Lectures are ensured with illustrations presented by multimedia.

### **STANDARDIZATION OF HOTEL AND RESTAURANT BUSINESS**

**ECTS credits:** 3

**Course hours per week:** 21 + 1s

**Form of assessment:** progress assessment and exam

**Exam type:** written

**Semester:** 2

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

In the contemporary conditions standardization is viewed as one of the most important tools of system improvement of hotel business quality and its results. In this case, it is very important that hotel business should greatly be influenced by the stability of parameters characterizing the elements of the labour processes, their technology, organization and management. The ruin of this stability leads to serious situations on whose solution the effective realization of the processes depends. This exactly caused the newest achievements in science and techniques and the attempt to make a system analysis, selection and synthesis of a limited number of optimal solutions for the repeatedly occurring analogical situations. The selected and testes solutions are regulated in standardizing documents and are adopted into practice.

**Course content:**

Clarification of terminology in connection with standardization. Organizational and methodological standards. General technical standards. Classification as a method of standardization. Cataloguing as a method of standardization. Application of series of preferred numbers. Unification. Simplification. Typezation. Aggregation. National, departmental and corporate system of standardization. Categories of standardization documents. Types of standardization documents. Regional standardization. International standardization.

**Teaching and assessment:**

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