



**SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"**

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

**E-mail: [info@aix.swu.bg](mailto:info@aix.swu.bg)**

**<http://www.swu.bg>**

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

### **Tourism Major**

#### **Master Programme: Management of the entertainment industry**

##### **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. Therefore, in the curriculum contains disciplines which form the basis of knowledge base related to the management, organization, planning and marketing and businesses that create necessary to attract tourists attractions and operate in the areas of tourism animation, organization of sports events and events, variety show programs and gambling activities, production activities, organization and realization of theatrical events and theater productions; organization of festival and event activities and more..

##### **Requirements to the training of the specialist:**

The specialist who completes the Master educational and qualification degree with Management of the entertainment industry professional qualification should possess special skills in the spheres of:

- planning, organization and control in carrying out entertainment activities and tourism events;
- managing tourists' leisure as main products users offered by the entertainment industry;
- National characteristics and behavior of tourists;
- social psychology and recreational activities users audiences profiling of events and tourism;
- entertainment's industry enterprises marketing in regards to the different types sending tourist markets;
- the investment activity for the purpose of organizing, implementing the supplied entertainment tourism products marketing;
- negotiation technics for tourism industry entertainment businesses purposes;
- corporate strategies and pricing in alternative tourism enterprises;
- security governance regarding the organization and conduction of various types of entertainment events and activities.

The master specialist has to:

- know the specifics of different activities management (sports, cultural gambling, etc. Events and activities) offered as attractions and subject for tourist visit realization;
- possess a high degree of autonomy in formulating and making managerial decisions in tourism entertainment activities.

The accumulated knowledge and practical experience should apply integrative analysis of:

- the market entertainment services in tourism;
- the leisure budget tourists - consumers of entertainment industry products;

- status and development of recreational activities needed for their cultural resources in the various geographic areas;

- implementation of particular management practices in the field of sports tourism, gambling tourism, event tourism, cultural tourism.

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.

Following Master's degree completion, with professional qualification "Management of the entertainment industry", students can work in business, ecological, cultural and historical, hunting, extreme, speleo, ethnographic, ethnological and other types of tourism, such as managing small and medium tourism enterprises as well as enterprises and organizations providing products of the entertainment industry for the needs of tourism.

Tourism Graduates may pursue careers and to hold office according to the „THE NATIONAL CLASSIFICATION OF OCCUPATIONS LIST OF POSITIONS, 2011" constituting Annex 4 to the Order № PD01-931 / 27.12. 2010 enacted changes in NCO-2011 from 01.01.2013:

- 1411/3001 Hotel Department; 1411/3002 Hotel Manager; 1411/3003 Motel Manager; 1411/3004 Boarding-house Manager; 1412/3001 Catering establishment Manager; 1412/3003 Self catering restaurant Manager; 1412/3004 Shop / café Manager; 1412/3005 Bar Manager; 1412/3006 Restaurant Manager; 1412/3007 Canteen Manager; 1412/3009 Restaurant Department Head; 1431/3001 General Secretary, sports organization; 1431/7003 General Secretary, sports organization; 1431/7004 Director of the cultural organization / Cultural Institute; 431/7005 Theater director; 431/3006 Cinema Director; 1431/7007 Deputy Director, Institute / cultural activities organization; 1431/7008 Vice President, Sports Club; 1431/7009 Vice-President, sports organization; 1431/7010 Vice-President, Society for Physical Education and Sport; 1431/7011 Deputy theater Director; 1431/7012 Sports Club Chairman; 1431/7013 Chairman, sports organization; 1431/7014 Chairman, Society for Physical Education and Sport; 1431/3015 Manager leisure / recreation facilities; 1431/3016 Manager sports activities; 1431/3017 Manager casino; 1431/3018 Manager bingo hall; 1431/3019 Manager hall of slot machines; 1431/3020 Manager entertainment / amusement parks; 1431/6021 Head department of cultural activities; 1431/6022 Head recreation; 1431/6023 Head sports activities; 1431/6025 Manager cultural activities; 1431/6026 Sport manager; 1439/3003 Camp Manager; 1439/3004 Manager travel agency; 1439/3006 Hut Manager; 1439/6007 Head of tourism agencies departments; 1439/3009 Head of conference center;

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: TOURISM**  
**SPECIALITY: TOURISM**  
**EDUCATIONAL AND QUALIFICATION DEGREE: MASTER**  
**MASTER PROGRAMME: MANAGEMENT OF THE ENTERTAINMENT INDUSTRY**  
**PROFESSIONAL QUALIFICATION: MASTER IN MANAGEMENT OF THE ENTERTAINMENT**  
**INDUSTRY**  
**FORM OF TRAINING: FULL-TIME AND PART-TIME**

<b>First year</b>			
<b>First semester</b>	<b>ECTS credits</b>	<b>Second semester</b>	<b>ECTS credits</b>
1. Tourism of the Balkan region 2. Systems of quality in tourism 3. Conjunction in the tourism industry 4. Elective course 5. Elective course	6.0 6.0 6.0 6.0 6.0	1. Competition and competitiveness of the tourist product 2. Recreational tourism 3. Nature conservation 4. Elective course 5. Elective course	6.0 6.0 6.0 6.0 6.0
<b>Elective courses (students choose two courses)</b>		<b>Elective courses (students choose two courses)</b>	
1. Basics of law 2. Festival tourism 3. PR in tourism 4. Guiding and tourism animation 5. Tourism infrastructure 6. Development of routes for cultural tourism	6.0 6.0 6.0 6.0 6.0 6.0	1. International tourism organizations 2. Equipment and furnishing of tourist establishments 3. International marketing 4. Cognitive tourism 5. Ethnological tourism 6. Volunteer tourism	6.0 6.0 6.0 6.0 6.0 6.0
	Total 30		Total 30
<b>Second year</b>			
<b>Third semester</b>	<b>ECTS credits</b>	<b>Fourth semester</b>	<b>ECTS credits</b>
1. Components of the entertainment industry 2. Leisure Management 3. Production activity and management of productions 4. Cultural profiling consumer audiences 5. Elective course 6. Elective course	5.0 5.0 5.0 5.0 5.0 5.0	1. Theatre management 2. Television and Cinema Management 3. Management of sports events 4. Elective course  State exam or Master thesis	4.0 4.0 3.0 4.0  15.0
<b>Elective courses (students choose two courses)</b>		<b>Elective courses (students choose two courses)</b>	
1. Tourism animation 2. Tourist behavior 3. Protocol and etiquette in the entertainment business 4. Investments in the entertainment industry 5. Marketing of the entertainment industry 6. Cultural and Historical Heritage	5.0 5.0 5.0 5.0 5.0 5.0	1. Social Psychology 2. Negotiation techniques in the entertainment industry 3. Festival activities 4. Event Tourism 5. Gambling Management 6. Security Management in the entertainment industry	4.0 4.0 4.0 4.0 4.0 4.0
	Total 30		Total 30

**TOTAL FOR THE TWO ACADEMIC YEARS: 120 CREDITS**

## DESCRIPTION OF ACEDMIC COURSES

Major: Tourism

Master programme: Management of the entertainment industry

### TOURISM OF THE BALKAN REGION

**ECTS credits:** 6

**Hours per week:** 31 + 0s

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

**Exam form:** written

**Semester:** 1

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The acquaintance of the natural and anthropogenic resources, the demographic conditions, the infrastructure and etc. of the countries in the region is of great importance in the teaching process of students. Under consistent observation are the subjects related to the tourism development in separate countries and the specific features of the territorial distribution of the facilities and some related to them problems. An in-depth analysis is made of the active and passive international tourism, and of domestic tourism, too. Subject to clarification are the problems and the tasks related to the resort tourism zoning. Special attention is paid on the organization and the territorial specific features of the seaside, mountain and balneo resorts in these countries, on the cultural and historical complexes and etc. At the same time, from a practical perspective, the course goes beyond the geographical definition of Balkan countries, in order to encompass countries such as Cyprus, Slovenia, a major part of Turkey, which is located also out of this region.

**Course content:**

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

**Teaching and assessment:**

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

### SYSTEMS OF QUALITY IN TOURISM

**ECTS credits:** 6

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

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

**Exam form:** written

**Semester:** 1

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The course Systems for Quality in Tourism is an important part of the Tourism students' training. The program includes a system of terms, categories, laws, principles and concepts of the quality management. This system builds a set of knowledge, which by its subject, methods and structure has all the prerogatives of a certain scientific course.

**Course content:**

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

**Teaching and assessment:**

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

### CONJUNCTURE IN THE TOURISM INDUSTRY

**ECTS credits: 6**

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

**Semester: 1**

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation**

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

**Course content:**

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

**Teaching and assesment:**

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

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

**Type of exam:** written

### BASICS OF LAW

**ECTS credits: 6**

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

**Semester: 1**

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

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

**Course content:**

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

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

**Exam form:** written

**Teaching and assessment:**

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

## FESTIVAL TOURISM

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

Departement of Tourism

Faculty of Economics

**Annotation:**

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

**Course content:**

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

**Teaching and assessment:**

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

**Hours per week: 41 + 0s****Type of exam:** written

## PR IN TOURISM

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

Departement of Tourism

Faculty of Economics

**Annotation:**

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

**Course content:**

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

**Teaching and assessment:**

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

**Hours per week: 41 + 0s****Type of exam:** written

## GUIDING AND TOURIST ANIMATION

**ECTS credits:** 6

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

**Semester:** 1

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The course aims to get the auditorium acquainted with the basic instruction of the theory and practice in the sphere of the tourist guiding and animation as two very essential and exceptionally actual fields in the technology of the attendant tourist activities. A good ground for carrying out the subject have been the enlarging pretensions of the consumers of the tourist product to the quality of the guiding and animating activities which appears to have to be differed from the amateuring and turn into an authoritative job of people of higher qualification, working in the field of tourism and corresponding to the requirements of the law.

**Course content:**

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

**Teaching and assesment:**

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

## TOURISM INFRASTRUCTURE

**ECTS credits:** 6

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

**Semester:** 1

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

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

**Course content:**

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

**Teaching and assesment:**

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

## DEVELOPMENT OF ROUTES FOR CULTURAL TOURISM

**ECTS credits:** 6

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

**Semester:** 1

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

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

**Course content:**

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

**Teaching and assesment:**

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

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

**ECTS credits:** 6

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

**Semester:** 2

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

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

**Course content:**

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

**Teaching and assesment:**

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

**Exam form:** written

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

**Exam form:** written



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

## RECREATIONAL TOURISM

**ECTS credits:** 6

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

**Semester:** 2

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

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

**Course content:**

Nature and significance of the recreation tourism, Bio-climatology. Physical foundations of the medical climatology. Weather and climate. Weather and climate-forming factors. Atmosphere processes. Sun radiation. Physicogeographical conditions. Physiological foundations of the medical climatology. Methods for examination and evaluation of climate and weather forecasts in resorts. General climatological characteristics of the country and physical zoning. Influence of the meteorological factors upon human organism. Sun radiation. Thermal active complex. Aerochemical active complex. Aeroelectrical active complex. Impact of various climatic and geographic zones upon the physiological functions. Climate specific features of the Bulgarian mountains and their impact on the human organism. Non-typical climate zones in Bulgaria. Climate use for healing and preventive purposes. Preventive and healing treatments. Aerotherapies. Sun baths. Organization of an optimal sea prevention at seaside resorts and their organizational conditions. Some bioclimatic requirements related to the optimized sea prevention. Facilities of the curative tourism within resort complexes. Requirements toward contemporary balneo-climatic centers. Curative beaches. Climate facilities in mountain resorts. Prevention facilities in sport complexes. Sea balneology. Seawater chemistry. Hydro-chemical and physical features of the Black sea upon the balneological properties of the seawater; use of sea prevention and sea curation methods. Sea balneo-healing. Seawater bathing. Seawater thermal bathing. Seawater gas hot bathing. Algaetherapy. Inhalations with seawater. Seawater drinking. Lye-healing. Sand-healing. Mud healing. Physiological effects of healing mud. Healing mud applications. Balneology and balneo treatments. Development of balneology and balneo treatment. Hydrologic foundations of balneology. Nature and composition of mineral waters. Origin theories of mineral waters. Classifications of mineral waters. Balneo technics of mineral waters. Balneology and its nature. Methods for mineral water usage in Bulgaria. Healing opportunities of the Bulgarian mineral waters. Specialization of balneological resorts. Ecotourism. Nature of ecotourism. Prerequisites for development of ecotourism in Bulgaria. Protected areas. Other nature areas. Tourism impact management on nature, including recreation areas zoning, eco-friendly forms of tourism, eco-itineraries and etc. Nature and specific features of rural tourism in Western European member-states of the Economic Community. Demand evolution of rural tourist products. Models of tourist behavior, impact on the rural tourism development. Nature of the definition of rural tourism. Peculiarities of the organization and management of rural tourism. The role of various subjects related to the organization and management of rural tourism. The role of the municipal administrations for the organization and management of rural tourism. Mountain resorts in Bulgaria – current state, problems and concepts.

**Teaching and assessment:**

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

systematic learning, formation of applied thinking skills, work with information products and ability to work as a team.

## NATURE CONSERVATION

**ECTS credits:** 6

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

**Semester:** 2

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

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

**Course content:**

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

**Teaching and assesment:**

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

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

**Exam form:** written

## INTERNATIONAL TOURISM ORGANIZATIONS

**ECTS кредити:** 6

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

**Semester:** 2

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

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

**Course content:**

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

**Teaching and assesment:**

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

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

**Exam form:** written

systematic learning, formation of applied thinking skills, work with information products and ability to work as a team.

## EQUIPMENT AND FURNISHING OF TOURIST ESTABLISHMENTS

**ECTS credits:** 6

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

**Semester:** 2

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

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

**Course content:**

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

**Teaching and assessment:**

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

## INTERNATIONAL MARKETING

**ECTS credits:** 6

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

**Semester:** 2

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The course in International Marketing is designed to acquaint students with the complex and dynamic international marketing environment, international marketing management and coordination problems in the international marketing of goods and services. Students become familiar with the problems and situations faced by both large and small companies in the international market. Students learn the methodology of defining and specifying a target international market and developing a suitable marketing mix to meet customer needs. Special emphases are laid on the importance of the international marketing relevance to the overall corporate strategy of the company. Students examine both the theory and practice of the most successful companies in the

development and implementation of their international marketing strategies. They are expected to achieve a balance between gathering knowledge and acquiring skills, development of professional skills and marketing thinking of the future managers.

**Course content:**

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

**Teaching and assessment:**

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

## COGNITIVE TOURISM

**ECTS credits:** 6

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

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

**Exam form:** written

**Semester:** 2

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

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

**Course content:**

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

**Teaching and assessment:**

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

## ETHNOLOGICAL TOURISM

**ECTS credits:** 6

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

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

**Exam form:** written

**Semester:** 2

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

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

**Course content:**

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

**Teaching and assessment:**

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

**VOLUNTEER TOURISM****ECTS credits:** 6**Hours per week:** 41 + 0s**Form of assesment:** ongoing assessment and exam**Exam form:** written**Semester:** 2**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

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

**Course content:**

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

**Teaching and assessment:**

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

**COMPONENTS OF THE ENTERTAINMENT INDUSTRY****ECTS credits:** 5**Course hours per week:** 31 + 1s**Form of assesment:** progress assessment and exam**Exam type:** written**Semester:** 3**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotaion:**

The lectures present specialized information on the components of the entertainment industry. " The aim is for students: to acquire basic theoretical knowledge of the fundamentals of entertainment industry and its components; know the specifics of different types entertainment activities; know and apply the main marketing strategies; know the specifics of basic regulations in the country and the EU in the area of entertainment industry. The content is selected in accordance with the prescribed workload and specifics of the course, where within a reasonable compromise between theoretical and empirical material, it is given a priority to the relationship between the economic theory and good practices in the entertainment industry. The goals and objectives are to

equip students with basic knowledge and practical skills in the taught material with a focus on the fundamentals of the entertainment industry and its components.

**Course content:**

History of the entertainment industry. Theoretician and methodological problems of the entertainment industry. Applied problems of the entertainment industry. Categories of the entertainment industry. Banquets, musical events and games. Categories of the entertainment industry. Performances- theater, cinema, dance, circus, street performances and other. Categories of the entertainment industry. Sporting events, fairs and markets. Effects on the entertainment industry from the development of electronic media. Human Resources. Security. Infrastructure and superstructure of the entertainment industry. Marketing strategies for the development of the entertainment industry. Public Relations. Innovation in the entertainment industry. Legislation rules in the field of entertainment industry in Bulgaria, Europe and worldwide. Analysis of the forces of supply and demand in the entertainment industry. Consumer behavior when choosing a service of the entertainment industry. International organizational structures of the entertainment industry. National organizational structures of the entertainment industry

**Teaching and assessment:**

Training takes the form of lectures and seminars. The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be both individual and in work groups. The knowledge, skills and expertise in both practical exercises and during the progress assessment are assessed as a of utmost importance are the performance results demonstrated on the assignments and tests.

## LEISURE MANAGEMENT

**ECTS credits:** 5

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

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

**Exam type:** written

**Semester:** 3

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotaion:**

The course is aimed at enriching students' knowledge on the use of leisure time for the recovery of people through tourism and recreation. The course aims to teach and guide students toward those techniques whose application contributes to the rational use of leisure time through tourism and recreation. The inclusion of the subject in the curriculum is justified by the growing global importance of leisure time as a concept directly related to leisure or even recreation. Special attention is paid to the role and activities of educational and administrative institutions to organize a significant portion of the free time of those people involved their, through inclusion into various groups, respectively segmented according to the nature of their interests and hobbies, as well as involving them in various games and competitions. The course aims first and foremost the students to master the knowledge of the main motives and the way of entertainment, full use of the leisure and leisure, according to their specificity for different nationalities and psycho-physiological types.

**Course content:**

Study of the terminology. Historical impacts on leisure - focus and benefit from studying the historical aspects. Relationships and dependencies of leisure and tourism. Typology of leisure. Methodical apparatus for measuring leisure time in relation to tourism. Study and implementation of of quantitative methods for assessing leisure. Study and application of quality assessment methods leisure. Tourist consumption at leisure. Planning of leisure and entertainment. Household's leisure time. Leisure time for sports and entertainment. Nutrition and fitness leisure. Wellness and spa programs during leisure time.

**Teaching and assessment:**

Training takes the form of lectures and seminars. The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be both individual and in work groups. The knowledge, skills and expertise in both practical exercises and during the progress assessment are assessed as a of utmost importance are the performance results demonstrated on the assignments and tests.

## PRODUCTION ACTIVITY AND MANAGEMENT OF PRODUCTIONS

**ECTS credits:** 5

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

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

**Exam type:** written

**Semester:** 3

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The course of lectures introduces students to the nature of the production functions of producer and production projects management in the entertainment industry. The aim is: to equip students with basic theoretical knowledge of entertainment industry production, primarily in film, television and music business; to gain knowledge in production activity specifics and the management of productions' products; to gain knowledge in laws and regulations in the field of the production activity, audiovisual production and music business. Goals and objectives are set to equip students with basic knowledge and practical skills on the thought material and especially work place production's nature and specifics, role and functions of the producer in the creation, implementation and management of production projects in the entertainment industry.

**Course content:**

Producing Introduction. Basic parameters of the profession "producer". Normative documents regulating the production activity. Producer in the film industry. Scenario audiovisual work and production. Contractual relations in the film industry. Financing of productions. Other sources of funding for production projects. Calendar - staging plan audiovisual work. Rules for its development. Preliminary period, preparatory period, filming, postproduction and liquidation period. Budget of audiovisual work. Preparation and presentation of the budget. The Production TV. The Production Music. Producer responsibility for developing and managing the production. Responsibility to financial partners, terms, quality.

**Teaching and assessment:**

Training takes the form of lectures and seminars. The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be both individual and in work groups. The knowledge, skills and expertise in both practical exercises and during the progress assessment are assessed as a of utmost importance are the performance results demonstrated on the assignments and tests.

## CULTURAL PROFILING CONSUMER AUDIENCES

**ECTS credits:** 5

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

**Semester:** 3

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The course lectures has been prepared as specialized information related to current trends in the characteristics of cultural profiling and practices of cultural tourism in the context of key importance in the global travel industry. The aim is for students: to acquire basic theoretical knowledge of the key components of cultural profiling - unique competencies specific features dramaturgy of the experiences image; know the specific peculiarities of the users of cultural tourism; to know and be able to apply basic strategies for successful cultural profiling; to know the specifics of the design supply adapted to cultural profiling. The material is selected in accordance with the current workload and specifics of the course and within a reasonable compromise between the theoretical and empirical material focuses on the relationship between the characteristics of cultural profiling successful implementation, the specific needs of target groups and the possibilities of creating custom interest and satisfaction.

**Course content:**

Equality in tourism supply and Profile clear specialization requires: Introduction. Interchangeable offers and lack of clarification for consumers. Consumer interest formation features in cultural tourism practice. Nature of cultural profiling. Importance of cultural profiling tasks and goals. Diffusion profile and its impact on cultural tourism supply and demand. Key components of cultural profiling. Unique features and specific skills. Image and dramaturgy of experiences. Key components of cultural profiling. Coordination of cultural tourism. Communicating cultural profile. Types of groups, consumers of cultural tourism. Characteristics, consumer attitudes and expectations of the target groups. Adapting supply to cultural profiling. Features of the design of the products and services of cultural tourism. Requirements for the provision of information in the cultural profiling. Quality of experience as a key element of cultural profiling. Process dramaturgy of experience. Model experience. Strategies for the realization of cultural profiling. Strategic goal setting. Analysis and evaluation of existing cultural profile. Model and criteria for analysis and evaluation of the cultural profile. Stages of cultural profiling. Bourdieu's theories and Veblen in the context of cultural profiling. Theory of symbolic capital. Theory prestigious consumption. Communicating profile. Features of communicating cultural profile. Correcting existing cultural profile. Opportunities actions and steps to change and / or strengthening it. The role of state and local authorities to implement cultural profile.

**Teaching and assessment:**

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

**Exam type:** written

Training takes the form of lectures and seminars. The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be both individual and in work groups. The knowledge, skills and expertise in both practical exercises and during the progress assessment are assessed as a of utmost importance are the performance results demonstrated on the assignments and tests.

## TOURISM ANIMATION

**ECTS credits:** 5

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

**Semester:** 3

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The course lectures has been prepared by specialized information related to changes in the tourism industry and in particular a changed situation in terms of consumer expectations and needs and opportunities to satisfy them. The aim is for students: to acquire theoretical knowledge on the role of tourism animation in consumer satisfaction enhancement practicing different types of tourism; to know the types of tourist animation and relevant characteristics; to be able to adapt the tourism animation to the characteristics of the target groups; to know the characteristics and be able to operate in the stages of planning, preparation and realization of tourist animation.

**Course content:**

Generating the need for tourist animation: Introduction. Nature and objectives of the tourism animation. Advantages and goals. Types of tourist animation. Features, tasks and features. Analysis of unmet needs and desires of tourists and design of the tourism animation. Hotel animation. Children's animation. Sports animation. Planning and organization of animation activities. Financial support of the animation business. Requirements animators. Tourism animation quality. Evaluation of consumer satisfaction of tourist animation. Features of experience as a key component of the tourism animation.

**Teaching and assessment:**

Training takes the form of lectures and seminars. The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be both individual and in work groups. The knowledge, skills and expertise in both practical exercises and during the progress assessment are assessed as a of utmost importance are the performance results demonstrated on the assignments and tests.

## TOURIST BEHAVIOUR

**ECTS credits:** 5

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

**Semester:** 3

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The course covers a number of issues which have a direct connection with the management of the tourist destination or company, such as segmentation and motivation of tourists, stages in the process of making a purchase decision, assess the level of customer satisfaction, cross-cultural differences in tourist behavior. The content is selected in accordance with the prescribed workload and specifics of the course. The aim is to equip students with basic knowledge and practical skills and develop skills for analyzing tourist behavior in relation to different market segments. After successful completion of the course, students will be able to: Understand the role of tourist behavior in the marketing process; Identify factors that motivate tourists when making a purchase decision; Identify different market segments in tourism and know the differences in demand; Assess the level of consumer satisfaction.

**Course content:** Introduction to tourist behaviour; Tourist typologies; Determinants of tourist behaviour; Tourist experience; Empirical methods for studying tourist behaviour; Tourist behavior and marketing; Destination choice; Tourist motivation; Tourist satisfaction; Destination image; Tourist behavior in alternative forms of tourism; Trends in tourist behaviour.

**Teaching and assessment:**

Training takes the form of lectures and seminars. The course ends with an exam. The course gives priority to practical and independent work of students, which is intended to be both individual and in work groups. The



knowledge, skills and expertise in both practical exercises and during the progress assessment are assessed as a of utmost importance are the performance results demonstrated on the assignments and tests.

## **PROTOCOL AND ETIQUETTE IN THE ENTERTAINMENT INDUSTRY**

**ECTS credits:** 5

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

**Semester:** 3

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The changes in the social business culture lead to the fact that today, business etiquette being a practical skill and an important element of the professional ethics is an economic necessity. The acquisition of the business etiquette gives the opportunity to every specialist to receive the desired professional occupation and successful career. Gaining knowledge of the basic protocol and etiquette rules and standards involves studying: the norms and application of the business correspondence, the different types of business communication, incl. negotiations, and the use of the main tools for personal influence and interaction, the standards of behaviour in business environment. "Protocol and etiquette in the entertainment industry" is a discipline that should acquaint students with the specifics, requirements and standards of business communication in the entertainment industry turning them into future adept communicators in this field.

**Course content:**

Verbal communication and protocol. Nonverbal communication and protocol. Communication styles and temperament. Presentations and protocol. Intercultural differences of the foreign partners. Professional ethics and business etiquette. Etiquette of business correspondence. Business letters. Internet etiquette: Email, Skype, Facebook, Viber . Telephone business etiquette. Types of communication barriers in business . Principles, tools and personal differences in the application of business etiquette in the entertainment industry. Types of business communication: business discussion, negotiations, briefings, public speeches. Business contacts in the entertainment industry: introduction, greeting, first impression, critics, request, and refusal. Relationships with colleagues. Relationships with customers and partners.

**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 work groups. Knowledge, skills and expertise in developing both practical assignments and course work are assessed.

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

**Exam type:** written

## **INVESTMENTS IN THE ENTERTAINMENT INDUSTRY**

**ECTS credits:** 5

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

**Semester:** 3

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The training course is designed as specialized information for the specifics of the investment process in the entertainment industry. It is consisted of basic topics on the investment theories, strategies and decisions, as well as concrete problems of analysis and assessment of the effectiveness of the alternative investment projects. Special accent is put on the investment decisions financing and optimization. The content is selected in accordance with the prescribed workload and specifics of the course, where within a reasonable compromise between theoretical and empirical material This specialized information is developed a rich textual material and case studies and practical tasks are designed to consolidate the framework of the knowledge given by the lectures, to elaborate further usage in practice.

**Course content:**

Corporate finance and financial management. Annual financial reports Analysis of the annual financial reports. Investments and investment theories. Classification of investments. Management of the investments. Investment strategies. Investment decisions and investment process. .Ongoing control and assessment. Test for ongoing control and knowledge assessment. Static methods for analysis and assessment the effectiveness of investment projects. Dynamic methods for analysis and assessment the effectiveness of investment projects. Application of the methods for analysis and assessment the effectiveness of investment projects . Long-term financing of the

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

**Exam type:** written

company. Equity capital Long-term financing of the company. Borrowed capital. Return on investment (ROI) and return on equity (ROE). Sensitivity analysis and simulation methods.

**Teaching and assessment:**

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

## MARKETING OF THE ENTERTAINMENT INDUSTRY

**ECTS credits:** 5

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

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

**Exam type:** written

**Semester:** 3

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The lectures present specialized information on the trends in the global entertainment industry. The aim is for students: (i) to acquire basic theoretical knowledge of the marketing fundamentals in the entertainment industry; (ii) know the specifics of management the entertainment activities; (iii) know and apply the main marketing strategies; (iv) know the basic regulations in the country and the EU in the area of entertainment industry. The content is selected in accordance with the prescribed workload and specifics of the course, where within a reasonable compromise between theoretical and empirical material, it is given a priority to the relationship between the economic theory and the good marketing practices in the entertainment industry.

**Course content:**

Comparative analysis of legislation rules and norms in the field of entertainment industry in Bulgaria, Europe and worldwide. Historical stages and methodological sources of development of the entertainment marketing concept and theory. Definition of marketing - mix. Factors acting on the market and influencing the choice of marketing mix . Role of marketing research. Types of information according to the source. Methods of collecting primary information. General methodology of exploratory process. Types of study. Online Marketing. Specific examples. Marketing strategies. Commodity strategy.. Marketing strategies. Manufacturing strategy. Marketing strategies. Innovation strategy. Marketing strategies. Sales strategy. Channels for marketing and logistics. Marketing strategies. Pricing strategy. Factors affecting prices and choice of pricing strategy in the market. Marketing strategies. Communication strategy. Public Relations. Problems of realization of goods and services at micro and macro level. Marketing of the entertainment industry - equipment and technologies.. Organizational structures in the international marketing of the entertainment industry. Marketing ethics and social responsibility in decision making.

**Teaching and assessment:**

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

## CULTURAL AND HISTORICAL HERRITAGE

**ECTS credits:** 5

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

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

**Exam type:** written

**Semester:** 3

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The discipline offers analysis of the development of the Bulgarian cultural and historical heritage its contemporary condition and its use as a tourist resource. It represents the ideological state of the cultural and the historical heritage and its current presentation to the audience. The course studies the opportunities and best practices of the presentation of the cultural and historical heritage in Bulgaria, with a view to the needs of the modern tourist. The objectives and the tasks for the students are to acquire the theoretical knowledge and practical skills of the discipline's techniques and material and to explore the main cultural and historical monuments, their treatment and usage in the modern tourist industry. The subject of the course is the 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 persued, 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:**

Concept of culture and ways of perception of the cultural and historical monuments. Definition of cultural tourism, forms of cultural tourism. Sustainable cultural tourism. Good practices. Regulations. An ancient cultural and historical heritage in the Bulgarian. Thracian, Greek and Roman monuments. Condition and ways of presentation. Bulgarian medieval-cultural and historical heritage. Monuments of the Medieval Bulgarian member and Byzantine Monuments in the Bulgarian lands. Problems of the study and their presentation of cultural and historical heritage of the time of the fall of the Bulgarians under Ottoman rule. And the Bulgarian national revival. Monuments from the period - Bulgarian and Turk. Further Modern interpretation. Cultural and historical heritage of the Third Bulgarian State. Foreign influences on the Bulgarian traditions. Modern Interpretation and presentation. Socialist-cultural and historical heritage. Perceptions and ways of interpretation and presentation.

**Teaching and assessment:**

The course ends with an exam. The course gives priority to practical and independent work of students, which is expected to be an individual and working groups. Assess knowledge, skills and competence in the development and practical classes and the homework, computer tests and coursework. Apply current control. The purpose of the current review is to build responsibility for the prior training, systematic approach in acquiring knowledge, forming of applied thinking skills in information products and ability to work in a team.

## THEATER MANAGEMENT

**ECTS credits:** 4

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

**Semester:** 4

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The course of "Theatre Management" is focused on the development of modern management and business thinking in the field of cultural institutions converting the managers position as the most efficient and flexible strategic one. The course gives a detailed overview and analysis of economics and management, marketing and fundraising in the arts sector. This requires tracking and study of state policy towards the theatrical infrastructure (attempts to reform and funding principles) as well as creating mechanisms for the creation of a cultural product. Preconditions are being used to explain the gradual introduction of economic factors in the operation proces in theater through practical, theoretical and conceptual views on management in commercial and nonprofit cultural sector. The course includes topics such as current legislation in the field of theater and economics of theater design and structure. Attention is paid to the artistic policy as a guiding principle in the work of the manager.

**Course content:**

Nature, objectives and tasks of the theater management. Characteristics of the performing arts and special features of the theater as part of them - introduction. Management as a process. Forming a strategy for management of theatrical processes. The organizational structure. Life cycle of theatrical organism. Idea and basis for the project. Project Management. Operation of organizational culture in the theater. The dual model of leadership in the theater. Coordination and decision-making. Crisis management. Management of distribution of production of theatrical organization. Analysis of the theater sector in view of the organizational structure. Strategy and problems. Restructuring of theatrical structure. Analysis of the basic elements of theater leadership. Coordination and decision-making. Teamwork. Steps in theater management.

**Teaching and assessment:**

The course ends with an exam. The course gives priority to practical and independent work of students, which is expected to be an individual and working groups. Assess knowledge, skills and competence in the development and practical classes and the homework, computer tests and coursework. Apply current control. The purpose of the current review is to build responsibility for the prior training, systematic approach in acquiring knowledge, forming of applied thinking skills in information products and ability to work in a team.

## TELEVISION AND CINEMA MANAGEMENT

**ECTS credits:** 4

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

**Semester:** 4

**Methodological guidance:**

Department of Tourism

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

**Exam type:** written

Faculty of Economics

**Annotation:**

The course lectures emphasize on the specialized information on modern trends in world television and film industry, giving special attention to the specifics of the Bulgarian media and film market. The aim is: To build a proper understanding of the role and the specificity of the television and film management and clarify its place in the production mechanism. The purpose of the course is to form knowledge and some practical experience in the economic analysis of the television media market and film industry as well as managing the commercial activities business in television and film industry. There is a clear distinction on the characteristics of competition between public and commercial broadcasters, and between subsidised theater and cinema made with funds outside the official government film policy. Emphasis is put upon key points of the Bulgarian and European media and film law. Attention is paid to trends monopolization of media ownership and mechanisms of competition law.

**Course content:**

TV and its features. Purpose and tasks of public television. Private media and its specificity. Features of film production. Film production in Bulgaria. Management in television. Types of Management in electronic media. Program Management in television. TV programming. Production of own television production and products manufactured by external contractors. Liberalisation of the television space. TV and advertising. The law on radio and television in Bulgaria. Adjusting the TV space. Council for Electronic Media. Law on copyright and related rights. Relations between media and authors. Financial Management. TV financial market. Dynamics of the relationship between electronic media. Bulgarian electronic media in the context of overall European media landscape. Management of film production. Film project. Development of film projects. Problems of funding. The law on film industry. Problems in its application. Bulgarian cinema and the European Film Market. Sources of funding.

**Teaching and assessment:**

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

## MANAGEMENT OF THE SPORT EVENTS

**ECTS credits:** 3

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

**Semester:** 4

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The course of lectures is selected in accordance with the current workload and specifics of specialty "Tourism". Individual topics are developed as specialized information, which aims to familiarize students with: the functions of sport as a social system; meaning, functions and determinants of socio-economic importance of sports occur by chance; Technology management of sporting events; target public sporting events like product. Students acquire basic knowledge and practical skills of importance, functions and determinants of socio-economic importance of sports events.

**Course content:**

Basics of Management. Sport governance. Theoretical foundations of sporting events. Technology management of sporting events - practical aspects. Management of sports organizations. People sporting events. Resourcing. Social aspects of the management of physical education and sport

**Teaching and assessment:**

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

## SOCIAL PSYCHOLOGY

**ECTS credits:** 4

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

**Semester:** 4

**Methodological guidance:**

Department of Tourism

Faculty of Economics

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

**Exam type:** written

**Annotation:**

The course is designed for students in the Master degree program and the goal is for students to: (i) be familiar with the problems of social psychology, which are part of the organization, management and economics of tourism; (ii) to understand the scale and impact of market structure, persistent patterns of behavior and fashion in tourism demand and offering; (iii) to analyze tourist behavior and be better able to manage complex processes to improve the quality, diversity and competitiveness of the tourism product; (iv) to acquire permanent psychological and social skills to offer quality goods and services accordance with market requirements. The aims and objectives of the course are to equip students with basic knowledge and practical skills in teaching material.

**Course content:**

Nature of tourist behavior-tourist behavior and consumer behavior, ethical and emic approach, conceptual schemes and theories of tourism studies. Social roles and individual characteristics of tourists. Demographic factors determining the types of tourist behavior. Tourist motivation- study and analysis of the reasons for taking tourist behavior. Exploration and choice of destination. Characteristics and features. Image building and promotion of tourist destination according to travel motives and behavior. Social contacts and communication with tourists - relationship "tourist - other tourists". Social contacts and communication with tourists - relationship "tourist - local population, hosts" . Cultural enrichment and cultural shock - definition and features. Perceptions and experiences of tourists in the tourist place - 'tourist behavior in place. ". Process modeling for decision-making and purchase of a tourist trip. Specifics of tourist behavior in package travel. Loyal tourists - create, attract, maintain. Studying and measuring the satisfaction of tourists. Trends in tourism demand caused by changes occurring in the tourist motivation and behavior

**Teaching and assessment:**

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

## NEGOTIATION TECHNIQUES IN THE ENTERTAINMENT INDUSTRY

**ECTS credits:** 4

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

**Semester:** 4

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

Negotiation is the preferred form of business communication in any industry. The importance of the related issues is dictated by the fact that negotiation is one of the widely spread forms of communication needed for the entertainment industry successful development. It facilitates the achievement of the intended purpose by means of an appropriate strategy, tactics and techniques within the professional ethics and legislation. This requires that the employed specialists in the entertainment and tourism industry should have basic knowledge and skills in this area. "Negotiation technology in the entertainment industry" is a discipline that should acquaint students with the specifics, requirements and standards of business communication in the entertainment industry turning them into future adept communicators in this field.

**Course content:**

Communication and protocol. Verbal communication and protocol. Nonverbal communication and protocol. Presentations and protocol. National and cultural differences of the foreign partners. Business ethics and etiquette . Communication barriers in business. Business communication effectiveness in the entertainment industry. Communication in business negotiations. Business writing. Conducting negotiations. Contracting with customers and partners. Legal contracts in the entertainment industry. Dealing with conflicts. Public relations (PR) in the entertainment industry. Advertising in the entertainment industry

**Teaching and assessment:**

The training includes lectures and seminars, during which students build up basic knowledge. The required amount of knowledge is acquired by compulsory attendance through independent work by the student on specific topics. 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.

## FESTIVAL ACTIVITIES

**ECTS credits:** 4

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

**Semester:** 4

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The lectures present specialized information on the trends in the global tourism industry and festivals management. The aim is for students: (i) to acquire basic theoretical knowledge of the nature of festival tourism; (ii) know the main types of festivals and their specifics; (iii) know the stages in the process of planning an festival. The content is selected in accordance with the prescribed workload and specifics of the course.

**Course content:**

Essence of the festival tourism - introduction. History of festivals. Types of festivals. The experience economy. Project management. The festival as a project. Stages in festival planning.. Festival design. Design of the environment. Programme. Quality of service. Budget management. Human Resources Management. Festival Marketing 6 hours. Risk Management

**Teaching and assesment:**

The training includes lectures and seminars, during which students build up basic knowledge. The required amount of knowledge is acquired by compulsory attendance through independent work by the student on specific topics. Essays and written assignments are discussed in seminars. The course ends with an exam at the end of the second semester. 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.

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

**Exam type:** written

## EVENT TOURISM

**ECTS credits:** 4

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

**Semester:** 4

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The lectures present specialized information on the trends in the global tourism industry and events management. The aim is for students: (i) to acquire basic theoretical knowledge of the nature of event tourism; (ii) know the main types of events and their specifics; (iii) know the stages in the process of planning an event. The content is selected in accordance with the prescribed workload and specifics of the course.

**Course content:**

Essence of the event tourism - introduction. Types of events. Trends in Event tourism. The experience economy. Project management. The event as a project. Stages in event planning. Design event. Design of the environment. Programme. Quality of service. Budget management. Human Resources Management. Event Marketing. Risk Management

**Teaching and assesment:**

The training includes lectures and seminars, during which students build up basic knowledge. The required amount of knowledge is acquired by compulsory attendance through independent work by the student on specific topics. 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.

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

**Exam type:** written

## GAMING MANAGEMENT

**ECTS credits:** 4

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

**Semester:** 4

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

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

**Exam type:** written

The course "Gaming management" is designed for students trained to acquire a Master degree with professional qualification "Management of the entertainment industry." The lectures present specialized information on the trends in the global gaming industry. The aim is for students: (i) to acquire basic theoretical knowledge of the basic management instruments; (ii) know the specifics of management the gaming activities; (iii) know and apply the main management strategies; (iv) know the basic regulations in the country and the EU in the area of gaming industry. The content is selected in accordance with the prescribed workload and specifics of the course, where within a reasonable compromise between theoretical and empirical material, it is given a priority to the relationship between the economic theory and the actual behavior of managers.

**Content:**

Problems of the legislative framework in the field of gambling. Gambling-affirmation and contemporary Bulgarian geography. Gambling and interests of social actors. Psychological characteristics of gambling. Communication aspects of gaming phenomenon. On-line gambling. Strategic planning. Strategic planning process. Formulating a strategic plan. Implementation of the strategic plan. Market conditions and opportunities for the combined supply of gambling in spa and wellness tourism services in Bulgaria. Professional suitability of staff serving customers in gambling industry. Quality and economic efficiency. Quality and competitiveness. Innovation in the gaming industry. Types of markets. Select target markets in the gaming industry. Approach and strategies of market segmentation. Marketing and sales potential of the company. Development of sales forecasts. Forecasting methods. Marketing Mix. Factors acting on the market and influencing the choice of the marketing mix. Ethics and social responsibility in decision making.

**Teaching and assessment:**

The training includes lectures and seminars, during which students build up basic knowledge. The required amount of knowledge is acquired by compulsory attendance through independent work by the student on specific topics. 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.

## SECURITY MANAGEMENT IN THE ENTERTAINMENT INDUSTRY

**ECTS credits:** 4

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

**Semester:** 4

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Annotation:**

The course includes systematic knowledge about: the specifics of the corporate security, management of resources for security, infrastructure, information and intellectual property system of national security and others. During the course students acquire competences on the application of modern methods and approaches for risk assessment, for communications and coordination related to the establishing and maintaining of relations with international partners on issues of tourists' security. For specialists in tourism it is extremely important to be able to explore and examine intercultural specifics, concepts and strategies for security, and to know established and existing protection plans.

**Content:**

Research of terminology, related to risk, security and crisis management in business in general and tourism in particular. Analysis of competitive qualitative aspects of security in tourist enterprises. Analysis and understanding of the general principles of risk management in the field of tourism. Strategies for risk management used by key sectors of the tourism industry. Key determinants of strategies to reduce the impact of crises. Understanding the patterns of risk and crisis management. Analysis of components of business sustainability in tourism. Effective risk management, crisis and recovery from them. Plans protection programs in crisis. Communication strategies in situations of loss of security.

**Teaching and assessment:**

The training includes lectures and seminars, during which students build up basic knowledge. The required amount of knowledge is acquired by compulsory attendance through independent work by the student on specific topics. 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.