



SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"

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Department of Tourism ECTS Information Package

Tourism Major

Master Programme: Management of Tour operator and Tour agent activities

Requirements for the professional qualities and competences of the major graduates:

The Master degree programme is envisaged to upgrade both the theoretical knowledge and the practical skills thus giving the opportunity for organizing one's own business within the tourism and/or of performing top managing functions. Due to this reason, the curriculum includes courses which form the knowledge basics connected with cooperation with European institutions, national and international tourism policy, low regulation in tourism and corporate behaviour.

Requirements to the training of the specialist:

The persons who are to complete the educational and qualification degree of "master" in "Management of touroperator and touragent activity" shall be able to possess and exercise concrete skills in field of:

- investment management in touroperator and touragent activities;
- reengineering and strategic planning in tourism;
- technology sisitem in tour operator activities;
- projecting the tour operator and tour agent' product;
- financial instruments in tinternational torusim
- tendencies in the development of the tourism business in particular sectoors of international tourism /European Union and world wide/;
- low regulation in the field of tourism.

The master specialist has to:

- know the the specifics of the management of quality systems in tourism as well as all the criteria and indicators forquality and competetiveness of tourism products and activities;
- possess a high degree of autonomy in taking managerial decisions in the field of tourism.

These implies focusing on the implementation of the theoretical knowledges in pratical, often simulated situations and in solving specific parctical cases. In regulation this process a dialectical relationship between the second and third educational degree must be followed.

Knowledge and expereince should be applied integratedly in the analysis of:

- the market of tourist service ;
- the state and develepment of tourist resources in different geografical regions;
- the regulations and their enforcement in hotels, restaurants, tour operating and tour agency activities, advertising and other activities related to tourism.

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

After completing their studies at Master's degree in Management qualification of tour operator and travel agency business graduates have theoretical and practical skills and knowledge. They enable them to work

in various capacities in the field of tourism, to manage different departments and sectors of tour operator and agency activities.

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

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

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

Upon completion of their studies in the Master's program with a degree in Management of tour operator and tour agent activities, the graduates have theoretical and practical skills. They are given the opportunity to work in various capacities in the field of tourism, to manage different departments and sectors of the tour operator and tour agent activities.

CURRICULUM STRUCTURE
PROFESSIONAL FIELD: TOURISM
SPECIALITY: TOURISM
EDUCATIONAL AND QUALIFICATION DEGREE: MASTER
MASTER PROGRAMME: MANAGEMENT OF TOUROPERATOR AND TOURAGENT ACTIVITY
PROFESSIONAL QUALIFICATION: MASTER IN MANAGEMENT OF TOUROPERATOR AND
TOURAGENT ACTIVITIES
FORM OF TRAINING: FULL-TIME AND PART-TIME

First year			
First semester	ECTS credits	Second semester	ECTS credits
1. Investment management of the tour operator and tour agent activities	5.0	1. Techno-economical research in the tourist agency	4.0
2. Reengineering of the tour operator and tour agent activity	5.0	2. Projecting the tour operator and tour agent activity	4.0
3. Strategic planning in the tour operator and tour agent activity	5.0	3. Tourism transport	3.0
4. Technology systems in the tour operator and tour agent activity	5.0	4. Elective course	4.0
5. Elective course	5.0	State exam or Master thesis	15.0
6. Elective course	5.0		
Elective courses (students choose two courses)		Elective courses (students choose two courses)	
1. Integrating processes within tourist agencies	5.0	1. Leisure management	3.0
2. Corporate management of tourist agencies	5.0	2. Management of projects in touris agencies	3.0
3. European economy	5.0	3. Operationalising of the tour operator and tour agent activities	3.0
4. Promotional activities in tourism	5.0	4. Risk management within the tour operator and tour agent activities	3.0
5. Corporate strategies of the tourist agencies	5.0	5. Alliancies within the touroperating activities	3.0
	Total 30		Total 30

TOTAL FOR THE TWO ACAEMIC YEARS: 60 CREDITS

DESCRIPTION OF ACEDMIC COURSES

Major: Tourism

Master programme: Management of tour operator and tour agent activities

INVESTMENT MANAGEMENT IN TOUR OPERATOR AND TOUR AGENT ACTIVITIES

ECTS credits: 5

Form of assesment: ongoing assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

Students should acquire theoretical knowledge in investment management and their practical application in real market conditions. The skillful directing of investments in the organizations and companies is responsible for the growth rate of development and implementation of goals, strategies and objectives. The course of lectures and exercises deal with some main issues related to improving the investment activity in hospitality and tour operator companies. Particular attention is paid to the methodology, methodics, evaluation and selection of the best investment decisions. The conditions, the volume and the structure of real investments are analyzed and tested through the use of modern approaches, criteria and methods; the economic, architectural and technical-economic level of investment decisions is evaluated and finally a determination of the profitability and efficiency for alternative investment projects is undertaken.

Content of the course:

Nature and structure of investments - definitions, concepts from a micro and macroeconomic point of view, investment theories, the theory of marginal efficiency of accelerator theory, the theory of effective demand, legislation, investment types - according to the purpose of investing in the types of assets according to their function; Key features of investment management, key elements of the management process - analysis, planning, control, calculation of minimum turnover of profitability, planning methods - selection criteria matrix loss matrix making investment decisions; Selection Investment Strategy - areas of investment arrangements, determining the classes required internal rate of return, evaluating the selection, characteristics of investment decisions and methodological requirements for evaluation and selection of investment options, calculating future values, selection of discounted rate; Economic Assessment investment decisions - net present value and internal rate of return; Period of return on investment and rate of return; rating architectural solution - rates of land use, the volume-planned decision height, the configuration of the building, Saturation of the item components, etc.; Evaluation of technical and technological level of investment decisions - the main criteria (state of the art equipment structure, equipment of labor, working conditions, etc.) Organization of the investment process - Model investment process, participants, factors affecting the efficiency of the process, negotiating the investment process - organization arrangements for contracts; Documentation application for financing investment projects.

Teaching and assessment:

The training 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.

REENGINEERING IN TOUR OPERATOR AND TOUR AGENT ACTIVITIES

ECTS credits: 5

Form of assesment: ongoing assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotaion:

The course content includes a teaching based system of concepts, categories, laws and principles about reengineering of travel operator and tour agency activities. The aim of this training course is to form knowledge

Course hours per week: 31 + 1s

Exam type: written

Course hours per week: 31 + 0s

Exam type: written

of special skills and habits of practice in the reengineering of business processes in travel agencies. The logic of the modern development of tour operator's and tour agent's activities and the experience in public practice highlight some main topics. They are included in the curriculum of the course as separate methodological units combined into single data blocks. They form knowledge of the theory of competition and competitiveness methods to ensure competitiveness, development and implementation of integrated management systems, competitiveness, corporate policy and legal regime of competition.

Content of the course:

Nature and importance of reengineering to improve competitiveness of tour operator's and tour agent's product. Role of new technologies for reengineering; Organization of the reengineering of processes in the travel agency; Methodology of reengineering; Reengineering stages; Stages of reengineering process in tour agencies; Evaluation of the effectiveness of reengineering processes in travel agencies; Management of business processes in travel agencies; Structural analysis of economic processes in travel agencies; Revitalization of business processes in travel agencies. Business process reconstruction of tour companies; Reengineering design of Tour Agent Activity; Reengineering design of Tour operator activities

Teaching and assessment:

The training 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.

**STRATEGIC PLANNING IN TOUR OPERATOR AND
TOUR AGENT ACTIVITIES**

ECTS credits: 5

course hours per week: 3l + 1s

Form of assesment: ongoing assessment and exam

Exam type: written

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotaion:

Students learn contemporary theories and practical approaches and tools for strategic planning. During the training they will receive sufficient information about the assumptions that underlie the need for strategic thinking and action at all levels of the economy. Will distinguish between specific methodology and technology in the development of various business strategies. Special attention is paid to innovative strategies and strategies for use of human capital. Various barriers to choice and implementation of strategies and tools to overcome them in the current economic context, argue. The course is consistent with the current workload and allows to learn the nature, role and tools of strategic planning capabilities.

Content of the course:

Evolution theory and practice of planning. Background and philosophy major strategic models. Strategy as part of economic policy. Strategic planning - definition, characteristics, levels. Interaction of strategic planning with other types of planning. Principles of strategic planning. Approaches and methods of strategic planning. Types of corporate strategies, characteristics of the main types. Subjects and organization of strategic planning. Analysis of the external and internal environment. Predicting factors of the external and internal environment. Determining the main directions of development. Strategic analysis and competitor analysis. Choice of corporate strategy. Organizational Strategy, nature and stages of implementation. Types of strategies on key activities. Strategic marketing strategy. Strategy scientific support. Strategies for increasing the productivity of the human factor. Strategic decisions in the context of European integration and globalization - options and opportunities and barriers in the choice of strategies and their implementation.

Teaching and assessment:

The training 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.

**TECHNOLOGY SYSTEMS IN THE TOUR OPERATOR AND
TRAVEL AGENT ACTIVITIES**

ECTS credits: 5

Form of assesment: ongoing assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course deals with the processes and techniques for the preparation, assembly and supply of tourism product tour and travel agency businesses. It is oriented towards enriching students' knowledge in relation to complex and integrated business of tour operators and travel agents, as well as in terms of their functions. The aim of the course is to introduce and guide students toward those technological schemes and core technologies for which technological requirements are determinant for the organization and implementation of organizational and travel negotiating agency.

Course content:

Nature and characteristics of technological systems. Types. Application to the tour operator and travel agency activities, the effective functioning of technological systems, methods variant design processes; Support services in technological systems, Management Information Systems, systems for process control, organizational management systems, control systems, quality (ISO9001-2000) system for health and safety (OHSAS18001); Technology bookings in travel agencies to date. Stages of the booking process. Personnel requirements; Description reservation systems and work with them. Stages of booking, reservation Examples of operating systems, security of the applications.

Teaching and assessment:

The training 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.

Course hours per week: 31 + 0s

Exam type: written

INTEGRATING PROCESSES WITHIN THE TOURIST AGENCIES

ECTS credits: 5

Form of assesment: ongoing assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotaion:

The aim of the course is to build students' knowledge of tourism on the ongoing global market economy processes of vertical and horizontal market integration in tourism. The inclusion of the subject in the curriculum is justified by directing the students' training to explore the international tourism market and the dynamic processes which taking place in it, as well as the emerging and resulting trends and conditions of tourist organizations involved in the process of tourist services. The concept of free international travel market, where competition is seen a source of benefits for both consumers and businesses, has lost some of its importance in the last century as a result from the changes occurring in the global economic and political relations. The real tourist experience highlights the existence of an oligopolistic market in which a small number of tourism organizations control a large share of the supply of travel and vacations. As a result of mergers and other organizational and structural changes, the market power of individual travel companies has reached alarming proportions and there is a real danger for the tourist market to get monopolized. However, the interest in tourism industry by corporations traditionally implemented in activities in other economic sectors continues to exist.

Course content :

Parameters of the tourist market: Analysis of market forces and factors in the macro space of the travel agency, tourism market parameters: Analysis of market forces and factors in the macro space of the travel agency, tourism market parameters: Defining the parameters of micro-space of the travel agency, Parameters of the tourist market: Defining the parameters of micro-space of travel agency, tourism market development, development of the tourism market, sources of economic activity of tourism organizations, sources of economic activity of tourism organizations; modern organizational forms integration (horizontal integration: mergers) Contemporary organizational forms of integration (vertical integration: regressive and progressive integration); modern organizational forms of integration (emergence of monopolies and oligopolies, legal protection)

Strategic approaches for improving the competitiveness of tourism organizations in terms enhanced integration (quality monitoring) Strategic approaches for improving the competitiveness of tourism organizations in terms of increased integration (establishment of cooperative relations), Strategic approaches for improving the competitiveness of tourism organizations in terms of increased integration (the concept of TQM, partnership strategy), modeling of integrated situations.

Teaching and assessment:

The training 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.

CORPORATE MANAGEMENT OF TOURIST AGENCIES

ECTS credits: 5

Form of assesment: ongoing assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The training course is based on the theory of the firm and on the management theory. Its actuality is determined by the great number of huge corporations recently emerged and operating within the tourism market, each type of which is characterized by specific corporate governance issues, by corporate governance and conflict of interests, the specifics of the corporation as an organizational and economic structure is seen as characterized by a greater complexity and aspectuality of the corporate governance, as well as a significant development of the models, principles, norms and mechanisms of corporate governance in recent years and an intense application process in SEE countries and in our country as well, there is also good practice of a system of principles, norms and mechanisms for corporate system management and best practices for corporate control exist. The main objective of the course is to provide students with an in-depth knowledge of the theory of corporate governance and to obtain skills for practical applications.

Content of the course:

Essential characteristics of the corporation. Evolution of understanding; Types of corporations - main features and characteristics, characteristics of public corporations, the concept of corporate governance. Evolution of understanding, theories and schools of corporate governance, the key drivers of corporate governance, nature and characteristics of the corporate governance stakeholders in corporate governance, benefits from good corporate governance, Principles of Corporate Governance, Organization and structure of the governing bodies of the corporation, Disclosure, market for corporate control, corporate governance codes, the base model of corporate governance development models of corporate governance Modern European model of corporate governance. Europeanization and globalization of corporate governance, model of corporate governance in Southeast Europe, aims of reforming corporate governance in SEE; Key priorities for reforming corporate governance in SEE, Basic principles of corporate governance reform in SEE; Types of corporations in Bulgaria features the occurrence and functioning; concentration of ownership and conflicts of interests in corporations of Bulgaria; Specificity of models of corporate governance in Bulgaria Priority changes in corporate governance in Bulgaria: solutions, problems and perspectives for application programs to internationally recognized standards of good corporate management.

Teaching and assessment:

The training 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.

EUROPEAN ECONOMY

ECTS credits: 5

Form of assesment: ongoing assessment and exam

Semester: 1

Course hours per week: 31 + 0s

Exam type: written

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course is designed for students from the Master's programme in Tourism as an introductory overview of the early development of European economic integration, of the stages and issues in the integration process. The aim of the training course is to give students time to reflect on the major problems of integration on Bulgaria's accession to the EU structures. The course explains the difficulties and opportunities for building and development of the EEC and the EU, analyzes and provides information about the capabilities of the Bulgarian's EU integration process, presents the basic laws and principles of the EEC and EU policies of the EEC and the EU, their structure, organization and principles of governance capacity of the EU in the World economy, its place in the World global economic, political, social, energy and environmental problems, location and potential of Bulgaria in the EU development.

Content of the course:

Europe as a continent with special historical development and place in world development, the idea of United Europe in the History of Europe after the Second World War. The direction from Confrontation to Consensus. Basic ideas and movements of European integration after the wars; Milestones in the European integration structure of the EEC and the EU. The EU countries - major economic and political characteristics, main institutions of the EEC and EU Common Policies of the EEC and the EU - overview, EEC and the EU as a major factor in the World Economy, the EEC and the EU and the countries of Central and Eastern Europe, The integration processes between the EU and Central and Eastern Europe; Principles of decision-making in the EU. Opportunities and challenges of integration, the EU as a major factor in the age of globalization. Theories of Civilizations and World economies and their role in the contemporary international relations and after the collapse of the bipolarity, Development of Bulgaria's relations with the EEC and the EU. Bulgaria's New and Newer History. Bulgarian possibilities after the collapse of bipolarity, the National Programme for Bulgaria's accession to the EU negotiation process for accession negotiations of Bulgaria for EU membership.

Teaching and assessment:

The training 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.

PROMOTIONAL ACTIVITIES IN TOURISM

ECTS credits: 5

Form of assessment: ongoing assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course presents the complex of applied knowledge in the field of promotion of tourist products and services. The curriculum osnavava of fundamentalnata marketing theory marketnigoviya complex. The planned lecture employment covers techniques for special Discounts and free additional tourist services. All separate groups of promotional activities are presented practical examples. Particular attention is paid to the distribution channels of promotions and strategic techniques for winning the audience of users of the tourist service. In the learning process with particular attention to the methods of promotion through new technologies, internet applications and web-based systems for promotion as a way to a new kind of advertising the tourist product.

Content of the course:

Nature and content of promotional activities in tourism. Communication Strategies for promotional activities in tourism. Advertising, sales promotion and promotional activities in restaurants. Concept in promotional activities in tourism. Promotional activities for corporate clients - offering promotional and special prices. Offering better terms for bundled services. Types of discounts. Additional services on request. Types of discounts for corporate clients. Development, evaluation and introduction of new tourist products such promotion. Essential tools for stimulating the reaction of the target audience to the tourism product. Discounts, discounts, varying price - promotional prices for early bookings, seasonal sales, prices for special categories of customers bonus discounts. Development and provision of additional free services to acquire a maximum period of travel. Promoting tourism product through prize. Promotion through format. Promotion through lotteries - a

Course hours per week: 31 + 0s

Exam type: written

special kind of prize, awarded in place of provision of tourism services. Development of additional services and products in the restaurant. Types of promotions in the restaurant. Additional promotional activities effective means of advertising and PR techniques. Promotional activities as a special kind of reward through certificates or coupons, web Identification codes - giving the owner the right to discount the cost of tourist services. Positioning, repositioning and "reinforce" the image of the tourist product. Attracting new clients. Providing value-added services, attention to customers during the holidays, as well as enhanced personal attitude towards regular. Intercultural features in the preparation of promotional activities in the hospitality industry. Attracting customers through promotion and through special offers tailored to the religious, social and personal characteristics. Adequacy formulation of proposals.

Teaching and assessment:

The 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.

CORPORATE STRATEGIES OF THE TOURIST AGENCIES

ECTS credits: 5

Form of assesment: ongoing assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course includes the study of the theoretical and practical implications of corporate strategies which are applied in the tourist business. Some strategic options for the development of tourist activities are examined and defined on the basis of the tourism policy and in close relations to the nearer and more distant goals, ways and means for their implementation. Tourism underlies genetic in the spare time of people. In this sense, upon presentation of corporate strategies the achievements of the theoretical thought for leisure and its social significance are taken into account, activities that compose the experience of some European countries in the recovery process are presents and not at least some hypotheses and unsolved problemsin this area are presented. Students should acquire theoretical knowledge of corporate strategies and their practical application in real the market conditions. The students obtain that basic knowledge by exploring the issues of tourism corporation, by discussing the visions, missions, goal settings, strategies and sub-strategies and tactical security.

Course content:

Nature and definition of the development strategy, the product-market strategies for developing of competitive advantages, the organizational strategies as they work actually; The Tourism Marketing Strategy, Market Research, Market segmentation and target market selection, positioning and tourism product, development of the marketing mix; Communication Strategy (image and PR) strategy, creation and implementation of the tourism product; Lifecycle of the tourism product, strategic approach to the financial management in the tourism strategic approach to human resource management in tourism; Principles, models and schemes for the implementation of the strategy, motivation, ethics and business culture in the implementation of strategies, monitoring, evaluation and control strategies in tourism.

Teaching and assessment:

The training 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.

TECHNICO-ECONOMIC INVESTIGATIONS IN THE TRAVEL AGENCY

ECTS credits: 4

Form of assesment: ongoing assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

Course hours per week: 31 + 0s

Exam type: written

Course hours per week: 41 + 0s

Exam type: written

The course is designed for students in the Master's program Management of tour operator and tour agent activities. The aim of the course is that the students build up their knowledge of tourism in regard of the technical-economic studies that accompany the formation of the products offered by travel agencies. Modern tour operator and travel agency activities do not only mediate between consumers (tourists), transporters and means of accommodation (hotels), they are also "packing" the interaction between participants in business tourism and offer it as a complete tourist product. It is the complexity of modern tourism products which obliges the tour operators and the travel agent to know as best as possible not only the economic, but also the technical aspects of the constituent elements of the proposed trips, holiday trips, hotel stays, etc.

Course content:

General characteristics of technical-economic studies in tourism agency, Components and technical parameters of modern tourism products; Spatial positioning of the travel agency in the city, urban environment; study of communication channels available to the end user - the tourist; study of communication channels for to the suppliers of the components of tourism products; Identification and logistical and information support supply chain "Travel Agency - Tour Operator, Carrier – Hotel" Throughput at border crossing points (BCPs) - road, port, airport to host destinations: processing time of passenger flows and downtime; study the suitability, reliability and security of the hotel superstructure in host destinations examine the suitability, reliability and security of the transport infrastructure in host destinations (airport, port and road infrastructure) examine the suitability, reliability and security of transport vehicles (road and rail) examine the suitability, reliability and security of transport vehicles (air and water); Routing tourist bus and rail; Routing tourist traveling by air; Routing of tourism trips for intermodal transport (bus / rail and ferry transport, bus and air transport is concerned) Study the volume of additional costs in shaping the packages as a result of a national passport, visa regimes, airport and road fees.

Teaching and assessment:

The training 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.

PROJECTING OF TOUR OPERATOR'S AND TRAVEL AGENT'S PRODUCT

ECTS credits: 4

Course hours per week: 41 + 0s

Form of assessment: ongoing assessment and exam

Exam type: written

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The training course includes basic issues in preparation and projecting of the complex hotel and restaurant product. It is developed in accordance with state requirements for training of students of economic specialties. The aim is to give students a thorough knowledge of managing the process of projecting of new tourist products and to explore basic issues and practical approaches in the market economy. A good knowledge of management, marketing and business planning is required for the successful implementation of the training program.

Course content:

Product and production concepts - concepts and applications in the management of a tour operator and tour agent company. Advantages over other marketing concepts. On-site introduction to the specifics of the hospitality product. Factors determining the complex nature of the tourism product. Nature and basic components of the product and the tour operator tour agents. Connections between main production activities of the tourism industry. Managing the projecting of the tour agency and travel agency tourism product. Key strategic approaches. The process of project management activities. Features of management in creating products of different types of tourism. Pre-project activities work - nature, content and necessity of their implementation. Information support of the process of the integrated tourism product. Sources of information. Types of information. Information System. Methods for gathering of information. Methods for processing and analysis of information. Creating a database and content database. Study of the tourism market and the competitors - nature and stages. Research methods. Performance analysis and evaluation. Sales prognosis and market share of the product of the tour agency and the tour company - nature, importance and methods. Resources study for the production of tourism products - stages and methods. Assessment and analysis of resources - methods and metrics. The essence of the integrated approach and the optimal combination of resources for the projecting of

the tourist product. Study of the consumer demand of the projecting of the tourist product - types of studies and methods. Selection of target markets.

Teaching and assessment:

The training 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.

TOURIST TRANSPORT

ECTS credits: 3

Form of assesment: ongoing assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotaion:

This discipline is designed for the students in the Master's programme in "Tourism" and aims to the formation of a systematic knowledge and practical skills on major development issues, on economics and organization of tourism transport. In this regard, the educational content of the training course includes topics about the role of the transport for the tourism development and the location of the various modes of transport to travel, as well the basic elements and requirements for the equipment of tourist transport, the needs of the population for travel. Some methods for their study are presented. Particular attention is paid to the organization of different types of intercity, urban and suburban tourist transport, improving the quality of transport services for tourists and the economic indicators of the activity of tourism transport.

Couse content:

Role and importance of transport for tourism development; Major organizational forms of tourism transport services; Place of different types of passenger transport services in tourism, technical means of passenger transport and tourism requirements to them, needs of the population to travel and methods for their study, organization of inter-village tourist transport, organization of urban and suburban tourist transport, organization of specialized tourist transport tariffs and tariff policy in the field of passenger transport, main economic indicators for the activities of tourism transport, quality of tourist services and factors of its improvement, organization of the tour operator and agency activities; Information and reservation systems in automated transport services in tourism.

Teaching and assessment:

The training 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.

LEISURE MANAGEMENT

ECTS credits: 4

Form of assesment: ongoing assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course aims at acquiring the necessary knowledge of the main motives and the way of entertainment, full use of leisure and recreation, according to their specificity for different nationalities and physiological types consumers. The course is elaborated in order the students obtain interpretational skills and ability to communicate with different consumers groups within the tourist consumption of leisure.

Content of the course:

Course hours per week: 31 + 0s

Exam type: written

Course hours per week: 31 + 1s

Exam type: written

The course focuses on enriching students' knowledge of how to transform peoples' free time - leisure, to tourism and recreation. The course aims to familiarize students and focus their attention on those methods whose implementation contributes to the rational use of leisure through tourism and recreation.

Teaching and assessment:

The training 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.

PROJECT MANAGEMENT IN TOUR AGENT ACTIVITIES

ECTS credits: 4

Form of assesment: ongoing assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotaion:

The training course builds up competence in matters of development and project management and capabilities to manage changes through projects. Students learn about the design process as a means of implementing of a corporate strategy, of the hierarchy of planning and risk management. Knowledge of business creativity, scope management, time and resource management and teamwork is obtained. It is envisaged that the students write a scholarly project oriented to the aspect of managing international projects - analysis of weaknesses and mistakes.

Course content:

Initiating and launching projects. Structural approach to project management, levels of project management, lifecycle management, projects as a mean of realizing the company's strategy in the tour operator activity. Projects and business creativity. Components of Creativity; Participators. Challenges, freedom, resources, characteristics of the working group. Scope Management, Structure of the work packages. Layout of control points; management of the organization. Preparation of contracts; Defining roles and responsibilities. Time Management. Methods for planning and optimizing time management costs. Estimated costs. Structuring costs. Approaches to cost estimation, Quality Management, Risk Management, International Projects. Cross-border projects. European cooperation.

Teaching and assessment:

The training 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.

OPERATIONALIZING IN THE TOUR OPERATOR AND TRAVEL AGENT ACTIVITIES

ECTS credits: 4

Form of assesment: ongoing assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The aim of the course is to enrich students' knowledge in the Master's program in Management of tour operator and travel agency activities on product market and travel agency business, work organization and operationializing of the main algorithmized processes. The inclusion of the course in the curriculum is justified in directing the students' training to control the technological process in the tour operator and travel agency structures and human potential for the needs of domestic and international tourism. The dynamics of the process of reorganization and restructuring of tour operator and travel agency activities worldwide and particularly in Bulgaria is facing the need of effectively organisation and management of the business. In this regard, there is a real need for the study of the processes in the international space and he study of models for

choice and decision-making in terms of consumer behavior in tour and travel agency structures. Some main systems for an integrated tour operator and travel agency activity is addressed as a basis for a stable level of quality and competitiveness.

Course content:

Operationalizing the tour operator and travel agency business; market travel agencies, travel agent market, technological operations and technical security of the tour operator and travel agency business, organization of charts for the Establishment of inter-company interactions, customer satisfaction survey, consumer choice; User requirements for quality of the tour operator and travel agency products, modeling the process of research and decision-making processes in the management of tour operators and travel agency organizational structures, development of integrated management systems in the tour operator and travel agency business, ensuring productivity and safety in tour operator and travel agency business.

Teaching and assessment:

The training 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.

RISK MANAGEMENT IN TOUR OPERATOR AND TOUR AGENT ACTIVITIES

ECTS credits: 4

Form of assesment: ongoing assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

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

Course content:

Risk characteristics in tour operator and travel agent activities: conceptual apparatus ; Risk characteristics: development of theory; Risk characteristics: typology of risk; Risk characteristics: Stages and scenarios
Scaling and quantification of risk in the tour operator and tourist agency; Criteria and indicators for risk assessment in the tour operator and travel agency activities; Methods for Risk Assessment tour operator and travel agency activities: indirect methods; Methods for Risk Assessment tour operator and travel agency activities: direct methods ; Objectives and functions of risk management in the tour operator and tourist agency
Cost-effectiveness of activity limitation and risk aversion; Planning of activity limitation and risk aversion in the tour operator and tourist agency; Stages in activity limitation and risk aversion in the tour operator and travel agency activities; Strategies for avoiding and minimizing risk: reduction of risk protection, financial security, transfer of risk; Organization for containment and risk aversion in the tour operator and travel agency activities
Monitoring risk in the tour operator and travel agency activities

Teaching and assessment:

The training 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.

ALLIANCES IN TOUR OPERATOR AND TOUR AGENT ACTIVITIES

ECTS credits: 3

Course hours per week: 31 + 1s

Form of assesment: ongoing assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The aim of the training course is to enrich students' knowledge in the Master's program in Management of tour operator and travel agency activities on market interactions of a tour operator, their technological renovation and reorganization. The inclusion of the subject in the curriculum is justified in directing the training of students to master skills and knowledge of specific market practices in the field of business structures from international and local point of view. Today's market conditions determine the need to establish business alliances and alliances in the field of tourism, as well as they establish a policy of forecasting, reorganizing and changing marketing which is seen to hide potential desires and needs of travel and tourism consumer. To achieve competitive advantage the tour operators' organizations are directed towards generating conglomerate structures, so finding adequate industrial and commercial solutions through which they are able to respond to the dynamically changing market situations.

Course content:

Changing market positions of the operators; Technological upgrading tour operator under the influence of information technology, use of e-commerce activity tour operator, tourist conglomerates; Species market behavior and interactions; Legal regulation of integration processes, centralized management system of alliances for tour operator activities, modeling processes for selection of management decisions; strategy of the company policy of alliances with tour operator; Market dimensions, commitments and demand diversification, competitive profiling strategies, tools to control complex tourist services.

Teaching and assessment:

The training 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.