



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 systems 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 sectors 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 experience should be applied integratedly in the analysis of:

- the market of tourist service ;
- the state and development of tourist resources in different geographical 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.

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 INTERNATIONAL TOURISM
FORM OF TRAINING: FULL-TIME AND PART-TIME

First year			
First semester	ECTS credits	Second semester	ECTS credits
1. Introduction into tourism	6.0	1. Tourism resources	6.0
2. Hotel and restaurant business	6.0	2. Innovations in tourism	6.0
3. Tourism economy	6.0	3. Tour operator and tour agent activity	6.0
4. Elective course	6.0	4. Elective course	6.0
5. Elective course	6.0	5. Elective course	6.0
Elective courses (students choose two courses)		Elective courses (students choose two courses)	
1. Management of tourism	6.0	1. Recreation of tourism	6.0
2. Tourism markets	6.0	2. Basics of law	6.0
3. Basics of market economy	6.0	3. Management of human resources	6.0
4. Accounting	6.0	4. Financing and crediting in tourism	6.0
		5. Tourism infrastructure	6.0
		6. International tourism organizations	6.0
	Total 30		Total 30
Second year			
Third semester	ECTS credits	Fourth 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. Alliances within the tour operating activities	3.0
	Total 30		Total 30

TOTAL FOR THE TWO ACADEMIC YEARS: 120 CREDITS

DESCRIPTION OF ACEDMIC COURSES

Major: Tourism

Master programme: Management of touroperator's and touragent's activity

INTRODUCTION TO 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 provide students with knowledge on the scientific study and practical problems of tourism. It should be noted that the development of market economy, privatization and the emergence of many tourist companies, the need for knowledge of past, the present characteristics and trends in tourism, its structural elements, particularly the need for specific knowledge of tourism management and marketing becomes more evident.

Course content:

Nature and importance of tourism. Types of tourism. Sciences and tourism. Historical development and contemporary spatial distribution of tourism. Main characteristics and trends in tourism development. Key features and characteristics of tourism. Major trends in contemporary tourist development. Factors for tourism development. Genetic factors. Realization factors. Systemic approach to tourism - the system for recreation and tourism and the territorial system for recreation and tourism. Connections of tourism with sectors of material production, transport and built environment; Tourist contingent. Recreational tourist behavior and tourist needs. recreational and tourist resources, material and technical basis of tourism and tourism infrastructure. Efficiency, Profitability and costs. Making in Tourism. Tourist market. Tourism demand and supply. Prices and pricing in tourism marketing; Attitude to guests, customer care. Impact of tourism. Tourism policy and planning. Organization and management of tourism in Bulgaria.

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.

Course hours per week: 41 + 0s

Exam type: written

HOTEL AND RESTAURANT BUSINESS

ECTS credits: 6

Form of assesment: ongoing assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course in "Hotel and restaurant business" includes mostly studies in theoretical and practical implications of basic fundamental concepts of hospitality in the global, regional, national and purely local scale. The aim of the course is students of all qualification levels to gain a thorough theoretical knowledge and practical skills in the subject, at the same time forming a very clear vision and inner conviction that hospitality is the basic foundation and a powerful tool for achieving the objectives – at global, regional and national level - and, above all, company level in planning, regulation and management of production and realization of market demand products and services offered by the hotel and restaurant industry (HRI) with an emphasis on complying with the proportion of "quality - structure - amount-objectives - efficiency."

Course content:

Theoretical and methodological issues of tourism. Basic concepts and definitions in tourism. Hotel and restaurant business – characteristics, functions, regulational basis. Categorization of tourist sites. Law and regulation. Restaurants: general characteristics, features, perspectives. Current trends in nutrition. Cultural aspects in planning the catering. The HACCP as a Control system. Forms and technology service in the

restaurant business. Technology of institutional food service: for students, in hospitals. Culinary technologies and approaches for implementation of dietaries. Hotel business: nature, development peculiarities. Design and implementation of the hospitality product. Franchise. Hotel and restaurant chains. Market hotel and restaurant products. Marketing, advertising and public relations.

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 as a work in a team. The knowledge, skills and expertise in developing both practical performance and the scholarly works, computer tests and course assignments are assessed. An ongoing assessment is applied. The aim of the ongoing assessment is to establish responsibility in respect of the prior training of the systematic learning, the formation of skills for applied thinking, work with information products and ability to a team work.

ECONOMICS OF TOURISM

ECTS credits: 6

Form of assesment: ongoing assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course “Economics of Tourism” is a fundamental economic discipline in the student’s preparation in the field of “Tourism”. The program forms the theoretical knowledge in economics of tourism which is seen as part of tourism activities. The logic of the modern economic development and the experience in public practice highlight the some main topics. They are included in the curriculum of the discipline as ten separate topics and are reflecting the scientific knowledge about the following issues: economic fundamentals of tourism, economic environment for the functioning of tourism, nature, types and forms of manifestation of capital, fixed and current assets in the tourism, features of pricing and pricing in tourism, economic characteristics of labor and labor productivity in the tourism, importance of costs and revenue in tourism, sources of income and profit in tourism, taxation and the distribution of earnings in tourism, nature and measurement of the efficiency and profitability of tourism. The main aim of the course is the formation of knowledge, special skills and habits in the practice in the field of economy of the tourist companies.

Course content:

Tourist company - overview. Tourist company in a different market structures. Main “productional” resources of a tourist company. Product of a tourist company. Regulation and wages in tourism business. Innovation and innovation policy of a tourist company. Investments and Investment Policy of the tourism business. Revenues, costs and profits of the tourism business. Economic efficiency in the tourism business. Management and quality certification in the tourist company

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 a team work. The knowledge, skills and expertise in developing both practical performance and the scholarly works, computer tests and course assignments are assessed. An ongoing assessment is applied. The aim of the ongoing assessment is to establish responsibility in respect of the prior training of the systematic learning, the formation of skills for applied thinking, work with information products and ability to a team work

TOURISM MANAGEMENT

ECTS credits: 6

Form of assesment: ongoing assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The training course focuses on the theory, combined with its practical applicability and the difference between the experience of the world's leading companies and our management practice in the tourism sector. The course aims to teach students how to manage one of the fastest growing industries in our economy. This is a branch managerial discipline. Its goal is that knowledge can be specified for one single sector. The expected results are: to create skills for practical application of management strategies, policies, methods and tools.

Course hours per week: 31 + 1s

Exam type: written

Course hours per week: 31 + 1s

Exam type: written

Course content:

Specificity of the tourism industry. Status and trends in its development. Link with other sectors of the economy, tourism company as a system. Straight and reverse links. Management and control. Strategic management of tourism - national aspect. Industry structure and external economic relations. National strategic programs. Strategic management of the tourist company. Competitive strategy. Nature and characteristics of the tourism market. Characteristics of the tourist product. Diversification of tourism services. Methods for market penetration. Marketing research. Market segmentation. Advertising in tourism - nature, forms, efficiency. PR-types, functions, basic resources and efficiency. HR policy of the tourist company. Incentive programmes. Labour organisation. Forms of specialization and diversification of tourism products. Characteristics of managers in tourism. Role of basic and conceptual qualities. Styles of management. International profile of partners in the tourism industry and the way of negotiating with them.

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 as a work in a team. The knowledge, skills and expertise in developing both practical performance and the scholarly works, computer tests and course assignments are assessed. An ongoing assessment is applied. The aim of the ongoing assessment is to establish responsibility in respect of the prior training of the systematic learning, the formation of skills for applied thinking, work with information products and ability to a team work

TOURIST MARKETS

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

Department of Tourism

Faculty of Economics

Annotation:

The course is designed for students the Tourism major as specific information about the tourist markets. The goal is for students: (i) to acquire theoretical knowledge and practical information about the nature, structure and types of tourist markets; (ii) to know the characteristics of demand and supply of tourist markets; (iii) to analyze a tourist market in terms of volume of demand and supply; (iv) to reflect the main features of Bulgaria emitive and receptive tourism markets in Europe, Middle East, North America, Central Asia and the Far East; (v) to master some of the essential management and marketing techniques to influence the tourist market. The training course is oriented towards training students who wish to work in the field of the international tourism, particularly in companies dealing with touroperator', touragent', consulting and marketing activities.

Course content:

Nature and characteristics of the tourism sector. Status and trends in its development. Connection with other sectors of the economy. The tourist company as a system. Direct and feedback connections. Management, governance and control. Strategic management of tourism – in a national context. Industry structure and foreign economic relations. National strategic programs. Strategic management of the tourist company. Algorithm development strategy. Types of strategies. Competitive Strategy. Profiling of competitors. Forms of tourism associations. Nature and characteristics of the tourist market. Nature of tourist product. Diversification of tourism services. Methods of market penetration. Marketing research. Market segmentation. Advertising in tourism, nature, types, efficiency. PR-types, functions, basic resources and efficiency. Personnel Policy of the tourist company. Motivating and payment of staff. Labour Organisation. Forms of specialization and diversification of the tourism product. Characteristics of the manager in tourism industry. Role of his basic and conceptual qualities. Management styles. International profile of tourism partners and negotiating with them.

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 a team work. The knowledge, skills and expertise in developing both practical performance and the scholarly works, computer tests and course assignments are assessed. An ongoing assessment is applied. The aim of the ongoing assessment is to establish responsibility in respect of the prior training of the systematic learning, the formation of skills for applied thinking, work with information products and ability to a team work.

BASES OF THE MARKET ECONOMY

ECTS credits: 6**Form of assesment:** ongoing assessment and exam**Course hours per week:** 31 + 1s**Exam type:** written

Semester: 1**Methodological guidance:**

Department of Tourism

Faculty of Economics

Annotation:

The lecturer course has been worked out according to the common purposes of the TOURISM subject. It is directed to revealing the general economic laws, the economic principles and the causal – evidence connections that rise up during the functioning of the economic system. The latter appears to be a complex socio-economic whole that contains relatively differentiated microeconomic units – the firms and the households. The purpose of the training course “Bases of economics” is to provide students with deep knowledge on the content and the main mechanisms, as a base for functioning of the market economy.

Course content:

Subject and field of the bases market economy. Methods and instrumentarium. General economic theories. Market mechanism. Nature. Demand. Supply. Market balance. Specific features of the market mechanism in the material and socio-cultural sphere. Peculiarities of the market mechanism in the sphere of Tourism. Analyses of the demand and supply. Flexibility of the demand and supply. Methods of measuring. Utility. Consuming. Total and top utility. Specific curves., related to the usefulness and the effectiveness. Production. Production function. Combining of the production factors and creating an optimal production function. Law of the reduced recapturing. Marginal analyses and marginal production. Market structures. Perfect competition, monopolistic competition. Oligopols. Monopols. Market structures in tourism. Market of the main factors(resources) of production. Incomes. Demand and supply of resources. Specific features of the market of the production factors in the field of tourism. State intervention in the economics. Necessity. Economic conception. Critics of the economism. Defining the state of economics. BNP. Indexes and approaches. Participation of the tourist branch in the formation of the BNP and its' derivative indexes. Business cycles, inflation, unemployment. Business cycles. Phases of the business cycles, grafics of D. Cains. Inflation. Growth of money and inflation quantity. Unemployment. Defining the engagement. Exchange, money and banking. Deal exchange. Commodity money. Money exchange. History of money. Functions of money. Money quantity. Banks. Functions of the banks. Operation for controlling the money quantity – requirements for development. Commodity percentage. Open market operations. Bulgarian National Bank Law. Currency bord – essence and features. Means for economic management. Monetary politics – types and basic means. Fiscal politics. Nature of the state budget and the concept “budget shortage”. The Cains's approach for a compromising existing between the unemployment and the inflation. Automatical stabilization of the finance politics. Alternative approaches for management of economics. Demand management. The Cains's model. Supply management. Cains's revolution in the field of the economic politics. Main critics of the model. Robert Mundell, Arthur Mafar Martin Feldmant M. Friedman; Monetarism. (Friedman), Theory of the real expectances. (John Mut); World trade. Adam Smith's Absolute advantage Comparative advantage of D. Ricardo, advantage of Heckscher and Ohlin theorem. Trade barriers. Tariffs, novelties, subsidies, etc. Economic integration. Globalization. International finances. Pay-balance. Operations in the international trade activity. Currency and currency exchange.

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 a team work. The knowledge, skills and expertise in developing both practical performance and the scholarly works, computer tests and course assignments are assessed. An ongoing assessment is applied. The aim of the ongoing assessment is to establish responsibility in respect of the prior training of the systematic learning, the formation of skills for applied thinking, work with information products and ability to a team work.

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

Department of Tourism

Faculty of Economics

Annotation:

The training course “Accounting” aims to provide students with detailed knowledge of the theoretical bases and methodological approaches concerning the registrating, processing and preparation of accounting information delivered by the companies and their financial statements. Concerning this, the main emphasis is placed on the need for greater knowledge and understanding of the internal logic structure and content of the various elements of the financial statements, the comprehensive introduction to the mechanisms of the effects of business

Course hours per week: 31 +1s**Exam type:** written

transactions on the accounting elements that would allow the future economists, analysts and managers to use in their professional activities structured reporting information which origin they may use and evaluate independently for the accounting process. The training material, the illustrative examples, the provided case studies and the practical assignments are designed in order to fasten the obtained knowledge by stimulating the need for further development by of their own for actual implementation in practice.

Course content:

Introduction to Accounting. Accounting principles and documentation. Assets. Sources (equity and liabilities). Business transaction. Incomes and expenses. Reflecting the effects of the transaction on the balance sheet and CFP. Finances. Bank accounts. Term accounts and checking the correctness of entries in the accounts. Accounting article. Accounting for depreciable assets. Depreciation of depreciable assets. Accounting for inventories. Consideration of costs and revenues and the determination of financial results. Inventory of the property, receivables and payables. Forms of accounting.

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 a team work. The knowledge, skills and expertise in developing both practical performance and the scholarly works, computer tests and course assignments are assessed. An ongoing assessment is applied. The aim of the ongoing assessment is to establish responsibility in respect of the prior training of the systematic learning, the formation of skills for applied thinking, work with information products and ability to a team work.

TOURIST RESOURCES

ECTS credits: 6

Course hours per week: 41 + 0s

Form of assesment: ongoing assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course aims to meet the great need for knowledge of tourism and resort /recreation/ 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. 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.

Course content:

Classification of tourism resources. Natural tourism resources. Characteristics of natural tourism resources, tourist resources of the relief, climate, water, vegetation and fauna; Tourist resources of protected areas globally and in Bulgaria. Types of protected areas. Limiting factors for the recreational utilization of protected areas; Anthropogenic tourist resources. Characteristics of anthropogenic tourist resources; Historical and Archaeological Resources; Ethnographic and religious resources. Recreational facilities. Business, cultural and sporting resources. Protection of tourism resources. Tourist regions and areas.

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.

INNOVATIONS IN TOURISM

ECTS credits: 6

Course hours per week: 41 + 0s

Form of assesment: ongoing assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course is designed for students of the Tourism major as specific information about the specifics of innovation in the tourism industry. The goal is for students: (i) to reflect the characteristics of innovation processes in tourism; (ii) to acquire basic knowledge and skills for organizing and managing innovation; (iii) to get acquainted with the methods for planning innovation and relevant organizational structures for their implementation; (iv) to apply existing techniques for generation and selection of innovative ideas; (v) to be able to identify, assess and reduce risks that accompany innovation processes in tourism.

Course content:

Features, typology and importance of innovation in tourism; Structure of innovation processes and life cycle of innovation in tourism; Innovative strategies of tourism companies; Corporate organization, control and audit of innovation; Generation and selection of innovative ideas; New technologies and their impact on innovation in tourism; Development of innovative projects and evaluation and selection of a portfolio of innovative projects; Innovative budgeting and major barriers to innovation in tourism; economic impact of innovation. Reengineering as innovation; Risk in innovation processes and innovative types of risks in tourism; Criteria, indicators and methods for assessing the innovation risk; Innovation risk management: planning, organizing and monitoring the activity of mitigation. National Policy and International Cooperation innovation. Trends and perspectives on innovative activities in 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.

TOUR OPERATORS AND TRAVEL AGENCIES ACTIVITY

ECTS credits: 6

Form of assesment: ongoing assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course is intended for tourism students to master the necessary knowledge for the organization of travel, participation in planning activities and management of tourist destinations and the legal regulation of activities of travel agencies in Bulgaria.

Course content:

The course in Tour Operators and Travel Agencies Activity is oriented to investigating the tourist industry, the nature of travel agencies and tourist destination product, the product distribution and transportation activities. The course follows the theoretical basis necessary to clarify the specifics of the tour operator and its practical manifestation.

Teaching and assessment:

The training includes lectures. Basic knowledge is acquired on compulsory attendance at classes. The topics are mainly focused on getting acquainted with the specifics of the tour operator and travel agency activities, special attention is paid to the inherent marketing techniques and operationalization. Inputs are an introduction to tourism, tourism resources, tourism geography, economics, tourism, marketing, management and others. Students make a test and a course project during the semester. The requirements for the semester are regularly attendance, performance of assigned tasks and participation in collective work.

Course hours per week: 41 + 0s

Exam type: written

RECREATIONAL TOURISM

ECTS credits: 6

Form of assesment: ongoing assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

Course hours per week: 41 + 0s

Exam type: written

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 main objective of the course is to satisfy the need for knowledge concerning the resort and tourism (recreation) resources. It is directed to teach students how to be active in this field. The latter are going to obtain crucial information about the natural and anthropogenic tourism resources, the assessment methods and approaches toward their optimal and effective usage and preservation.

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.

BASES OF LAW

ECTS credits: 6

Form of assesment: ongoing assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course systematize the regulation basis of the education in the national legislation in its interaction with the main sectors of the public and civil law. The aim of the course is to get acquainted students of how the legal and regulatory framework of education works as an element of the management and the government educational.

Course hours per week: 41 + 0s

Exam type: written

Content of the course:

Fundamentals of law and a general theory of law. Origin and nature of law; Systematization of positive law. Public and Private Law; General characteristics of the sources of law. Classification; Legal provisions - definition and types. Rules of law; Legal facts and legal relationships. Action at Law.; Interpretation of Law - concept and types; Legal personality. Natural and legal persons. Common characteristic concepts; Civil status of individuals. Legal capacity and relations in Law; Legal features in civil legal status of individuals; Legal persons - concept and types. Civil legal status of legal persons, Real legal relationships in tourism. Interaction with state property law and the law of municipal property; Specific economic rules in the system of tourism. Employment in the tourism system - concept and general characteristics; Employment contracts - concept and types, competitions and rules. Legal regime of work, rest periods, holidays in tourism. Wage and salary system, Labor discipline and disciplinary action. Ending employment in tourism. Classification.

Teaching and assessment:

Lectures are held in the established traditional way, students get acquainted with the educational material. Each lecture starts obligatory with a short introduction, which guarantees the smooth transition from one lecture to another. In the process of familiarization with the new topic there is a discussion with the students, in order to be achieved an acceptance of all lectures, as well as to allow students to come to conclusions by themselves which introduce them to the new knowledge. The course gives priority to practical and independent work of students.

MANAGEMENT OF HUMAN RECOURCES

ECTS credits: 6**Form of assesment:** ongoing assessment and exam**Semester:** 2**Methodological guidance:**

Department of Tourism

Faculty of Economics

Annotation:

Students get acquainted with the modern theories, practical approaches and tools for managing human resources. During the training they receive information about the development of theoretical thought of human capital and mechanisms for adequate human resources management, management of human resources value. The course discusses and analyzes the methodology and technology for the implementation of various systems, programs and tools. The focus of the four basic management practices aimed at staff turnover, performance, work and communication within the organization. Special emphasis is placed on issues related to motivation and mobility of human resources, recruitment and retention of talent. Students learn about the role of the management team in developing and implementing systems for managing human resources and the nature of the department "Human Resources" in the organization. The course is consistent with the current workload and allows you to learn management practices associated with this exceptional resource of each system.

Content of the course:

The theory of human capital and changes in the conceptual apparatus. Essential differences between "human resources" and "staff"; between "organization", "company" and "company". Recognition of the travel organization and best practices for managing human resources in tourism and maintaining the exceptional quality of its products and services. Structural and substantive characteristics of the organization. Organizational behavior - competence, motivation and satisfaction with work. Contemporary Practice "Talent Management". Specifics of teamwork. Comparison of the terms "group" and "team". Group work and teamwork. Organizing, conducting, objectives and benefits of teambuilding. Best practices for team building. HRM value. Terms of generating value in the tourism organization. The need for and role of specialist HR organization. Key features of the employed in tourism. Directions of movement of persons in the tourism organization. Prerequisites for staff turnover. Recruitment and finding talented employees. Building on competence and talent. Training and staff development in tourism. Good practice for training and development of newly hired employees in the organization. Identifying talented employees. Categories of employees according to the matrix "Competence - Performance" (Laura Stack, 2010). Retention of talented employees. Development of the theory of performance. Methodologies for performance evaluation. Basic steps for performance management (D. Ulrich, W. Brockbank). Standards work - nature and types. The need to use performance standards. Importance of feedback on implementation. Basic means of obtaining feedback from employees within the organization. Creating an efficient structure of labor. Models for structuring the labor market. Factors influencing the choice of model for structuring the labor market. Creating effective working positions. Terms of attractive office. Techniques to collect information about dealing with the work of the relevant position within the organization. Techniques for redesigning work. Details of the job description. Approaches to stress management. Forms and stages of manifestation of stress. The most common causes of stress in the workplace. Nature and effectiveness of the communication process. Communication models and Shannon Weaver and D. Behrla. Principles of business

Course hours per week: 41 +0s**Exam type:** written

communication - The 7 C's. Organizational hierarchy and communication flows in it. Informal communication channels within the organization. Communication strategy - nature, specificity and relationship with the business strategy of the organization. Written and oral forms of communication in human resource management. Nature and specifics of the interview. Types interview. Interview with job candidates. Interview evaluation of the employee.

Teaching and assessment:

Training 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.

FINANCING AND CREDITING IN TOURISM

ECTS credits: 6

Course hours per week: 41 + 0s

Form of assesment: ongoing assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course aims to provide students with basic knowledge of the financing of tourism enterprises, and the financial problems of their tax policy, the management of equity and assets of the company and the efficiency of investment decisions. The content is selected in accordance with the prescribed number of hours and the specifics of the program. Within a reasonable compromise between theoretical and applied material, priority is given to the practical side of the topics. The rich text material, case studies and practical tasks are aimed at reinforcing knowledge received as part of the course, to develop them and seek their actual application in practice.

Course content:

Money. Public (fiscal) finances. Consolidated government budget. Budget cycle. Taxes. Tax system and policy. Direct material and direct income taxes. Indirect taxes. Value added tax. Excise. Duties and customs. Non-tax revenue and danakopodobni the state budget. Social Security. Budget deficit and its financing. Government expenditure. Capital of the enterprise. Financial performance of the company. Annual financial statements. Reproduction of capital of the company. Investing. Static methods for evaluating the effectiveness of the investment. Dynamic methods for evaluating the effectiveness of the investment. Risk in investing. Investment in financial assets. Liquidity of the company. Financial Analysis.

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 INFRASTRUCTURE

ECTS credits: 6

Course hours per week: 41 + 0s

Form of assesment: ongoing assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

The course "Tourist infrasture" provide students with knowledge of the role and importance of the types of technical and tourist infrastructure, of the territorial forms and features, as well as of the development of tourism infrastructure as a factor in tourism development. The aim of the course is students to obtain knowledge of construction, maintenance and use of technical and tourist infrastructure.

Content of the course:

Technical and tourist infrastructure - nature, role of tourism. Classification of infrastructure. Types of infrastructure. Methodological tools for research and analysis of infrastructure. Integrated construction and operation of infrastructure. Management of infrastructure facilities. Infrastructure projects in the tourism sector. Efficiency of infrastructure facilities. Infrastructure projects under EU programs; Key transport corridors.

Fundamentals of planning. Control over planning. Requirements and procedures to build elements of the technical infrastructure. Networks of the technical and social infrastructure. Drawings and plans - creation, approval and amendment. Organization of the investment process for the construction of infrastructure. Organization and management of maintenance of tourism infrastructure. Infrastructure and environmental policy. Management system environment. Risk management in the construction, maintenance and operation territorial and tourist infrastructure.

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.

INTERNATIONAL COOPERATION IN TOURISM

ECTS credits: 6

Course hours per week: 4l + 0s

Form of assesment: ongoing assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotaion:

The aim of the course “International tourism organizations” aims to familiarize students with the institutionalization of the tourism sector from a global, regional and local point of view. The main and most important tourist organizations with a key role in tourism development are presented.

Course content:

Tourism policy; Vision, mission and objectives of tourism policy, authorities in tourism; State governments, business and non-government tourism, international tourism organizations, the World Tourism Organization, international tourism organizations - general function, International tourist organizations; field of tour operator and tour agency activities, international tourism organizations in the hospitality industry; Other international tourism organizations.

Teaching and assessment:

The training includes lectures. Basic knowledge is acquired on compulsory attendance to classes. The topics are mainly focused on getting acquainted with the specifics of sustainable development and the contribution of tourism in relation thereto, and to create skills for interpretation of existing tourism practices. Inputs are an introduction to tourism, tourism resources, tourism geography, economics, tourism, marketing, management and others. Students make one control and one coursework during the semester. The requirements for the semester are regular attendance to classes, performance of assigned tasks and participation in team work.

INVESTMENT MANAGEMENT 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: 3

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 assessment: ongoing assessment and exam

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

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 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

Form of assessment: ongoing assessment and exam

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

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 TOURIST ACTIVITIES

ECTS credits: 5

Form of assessment: ongoing assessment and exam

Semester: 3

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.

INTEGRATING PROCESSES WITHIN THE TOURIST AGENCIES

ECTS credits: 5

Form of assessment: ongoing assessment and exam

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

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.

Content of the course :

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 assessment: ongoing assessment and exam

Semester: 3

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: 3

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 informations 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 Unite 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: 3

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 fendamentalnata marketing theory marketnigoviya complex. The planned lecture employment covers techniques for specials 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 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 assessment: ongoing assessment and exam

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

Course hours per week: 31 + 0s

Exam type: written

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 problems in 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 assessment: ongoing assessment and exam

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

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:

Course hours per week: 41 + 0s

Exam type: written

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 assesment: 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 assesment:

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

Course hours per week: 31 + 0s

Form of assesment: ongoing assessment and exam

Exam type: written

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Annotation:

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.

Course 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

Course hours per week: 31 + 1s

Form of assessment: ongoing assessment and exam

Exam type: written

Semester: 4

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:

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

Course hours per week: 31 + 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 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 errors.

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; Participants. 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: 4

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 operationalizing 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 the 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: 4

Methodological guidance:

Course hours per week: 31 + 1s

Exam type: written

Course hours per week: 31 + 1s

Exam type: written

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: 4

Form of assessment: ongoing assessment and exam

Semester: 4

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.