



Syllabus of the educational discipline
 «World Market of Tourism Services»

Speciality	242 «Travel, tourism and leisure »
Educational program	«Tourism»
Level of education	First (bachelor)
Course status	Standard
Teaching language	English
Course / semester	2 nd course, 1 st semester
Number of the ECTS credits	5
Distribution by types of trainings and hours of study	Lectures – 24 hours.
	Practical studies – 24 hours.
	Self-study – 102 hours.
Form of final assessment	Exam
Department	Tourism, Nauky Avenue 9-A, c. Kharkiv , 1st building, office 316. Tel.: +38(057)758-77-26 (additional 451) http://tourism.hneu.edu.ua/
Teacher (-s)	Nadiya DEKHTYAR, PhD in Economics, associate professor of the Tourism Department
Teacher's contacts	E-mail: nadiya.dekhtyar@hneu.net Telegram: @Nadiya_D
Days of the classes	Lectures: according to the schedule Practical studies: according to the schedule
Consultations	Department of Tourism, personal and individual consultations according to the schedule, distant via Zoom
<p>The purpose of the course is to develop the system of theoretical knowledge and applied skills of the analysis of the world market of tourism services, research of policies of individual countries and regions of the world on international travel, geography of tourist markets, the impact of international economic activity on the development of recreational infrastructure and competitiveness in the world market.</p>	
<p>Prerequisites for learning</p> <p><i>Fundamentals of tourist activity / Educational practice "University education" / Geography of tourism / Knowledge of the main recreational resources of the world, the geography of tourist flows</i></p>	
<p>Content of the course</p>	
<p>Content module 1. Formation of the world market of tourist services</p> <p>Theme 1. The place and role of the tourism industry in the global market</p> <p>Theme 2. Theoretical background of the system of international economic relations</p> <p>Theme 3. Challenges to traditional management models and global redistribution of resources</p> <p>Theme 4. Intersectoral analysis of world tourism infrastructure and resource provision</p> <p>Theme 5. Activities of international organisations and multinational enterprises in the field of tourism</p> <p>Theme 6. Strategies for positioning the country in the world market</p>	
<p>Content module 2. Regulation of international commercial operations in the field of tourism</p> <p>Theme 7. The world financial system and the organisation of international payments</p> <p>Theme 8. Intellectual capital and labour resources as part of the global economic system</p> <p>Theme 9. Innovative development, scientific and technical cooperation in the field of tourism</p> <p>Theme 10. Methods and approaches to business analysis of multinational enterprises</p> <p>Theme 11. The international division of labour and the problem of security of the national economy</p>	



Theme 12. International projects of Ukraine in the field of tourism	
Material and technical support (software) of the discipline <i>access to the Internet, multimedia equipment, Zoom</i>	
Course page on the Moodle platform (personal training system)	<i>Work plan of the course, technological card, lectures, tasks for independent studies, information materials, tests.</i> https://pns.hneu.edu.ua/course/view.php?id=6976#section-0

Assessment system of learning outcomes
<i>The assessment system includes the current control, which is carried out through lectures and practical classes in this discipline and is assessed by the sum of points scored (maximum - 60 points, minimum - 36 points); final modular control, which is carried out in the form of a written test (exam), in accordance with the schedule of the educational process (maximum - 40 points, minimum - 24 points). More detailed information on assessment is given in the technological card of the course.</i>
Course policies
<i>The teaching of the course is based on the principles of academic integrity. Violations of academic integrity are: academic plagiarism, fabrication, falsification, write-off, deception, bribery, biased evaluation. In case of the academic integrity violation, students are subject to the following academic responsibility: re-assessment of the relevant educational work.</i>
<i>More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Syllabus (working plan) of the course</i>

Syllabus approved at the Tourism Department meeting, minutes 13 of March 27, 2023