



SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"

2700 Blagoevgrad, Ivan Mihaylov Str, 66

Tel. + 359 /73/ 8855 01, Fax: + 359 /73/ 8855 16

E-mail:

info@swu.bg

<http://www.swu.bg>

Department of Tourism

ECTS Information Package

Major of Sustainable Tourism

I. Requirements for Tourism graduates' professional skills and competencies:

This qualification characteristic reflects the scope and level of professional knowledge, skills and competencies that graduates must acquire, as well as the areas of their future professional realization.

This curriculum is in line with the requirements of the modern labor market in Bulgaria, as well as the labor market in China, Kyrgyzstan and Vietnam on the basis of purposefully conducted national representative surveys in these three countries under the Erasmus + Program of the EU and its main goal is to meet the growing needs of staff in the field of sustainable tourism and sustainable tourism development.

Students graduating in "SUSTAINABLE TOURISM" receive key competencies in the practical application of the concept of sustainable development and sustainable management in the field of tourism and in all international and state institutions, as well as in all enterprises in the tourism industry wishing to apply this concept. They can be successfully implemented in the field of domestic and international tourism, in scientific organizations, institutions and universities, in the administrations of protected areas, in the administrations for management of tourist destinations in private and state companies with a subject of activity identical to those acquired in time of training in the specialty competencies, in the institutions and organizations of the public administration at the level of central and local government, as well as in international organizations in the field of sustainable development and sustainable tourism.

II. Graduates' competencies:

Specialists having a Sustainable Tourism Bachelor will have the following professional competencies in accordance with level 6 of the EQF, respectively level 6B of the Bulgarian National Qualifications Framework:

1. The capacity for free use in writing and in spoken a foreign language when communicating with tourists and representatives of business partners, contractors, international organizations and public institutions conducting national policy in the field of tourism and regulating tourism;
2. The ability to identify and distinguish relevant needs for the implementation of sustainable management practices and propose appropriate solutions and measures to ensure the sustainability of natural and anthropogenic tourism resources, as well as human and cultural resources in accordance with the characteristics of the tourist destination, for which or in which

they work;

3. The necessary capacity to implement international, European and national legislation in the field of sustainable development and sustainable development of tourism, as well as to implement legislation on health and safety at work, social security and consumer protection in compliance with the concept for the sustainable development in the activity of the organization;

4. The ability to choose the appropriate form and method for communication and interpretation of the current state of natural and anthropogenic resources at local, regional and national level in relation to the different types of audiences and participating institutions.

5. The ability to prepare individually or in a team economic analysis and to offer solutions to problematic issues and situations in the daily business activities of tourism companies in connection with the implementation of the concept of sustainable development;

6. The capacity to independently develop and propose management decisions regarding daily business operations and activities in the field of tourism, taking into account the requirements of the concept of sustainable development;

7. The ability to choose and apply the principles of business ethics and the existing international, European and national legislation and regulation in the field of tourism in the internal rules and normative documents of the tourist organizations;

8. The capacity to integrate in a team and to have the capacity to form and organize teams of people to work in the field of sustainable tourism;

9. The capacity to adequately meet the needs of consumers and to choose the appropriate ways to meet them in accordance with the products / services offered by the organization / company;

10. The capacity to coordinate the work of individual employees / departments / divisions in the respective organization / company;

11. To capacity to select and use the appropriate methods for quantitative and qualitative analysis and to apply modern methods for data collection and processing for the needs of business organizations and public institutions in the field of sustainable tourism;

12. The capacity to interpret and comply with current socio-cultural and economic values and values regarding the protection and environmental protection of local communities at local, municipal and national level;

13. The ability to offer and select appropriate ideas for the development of new tourist products and / or separate new services and production technologies in the field of tourism.

14. The ability to conduct individually or in a team research on tourism markets or audiences of stakeholders and consumers in the field of tourism and to offer adequate to the identified problems marketing and management solutions.

Having completed their studies, Sustainable Tourism graduates will have a set of theoretical and practical knowledge and skills that enable them to start working in various positions in the tourism structures:

- administrations in protected areas;
- administrations for management of tourist destinations;
- hotel complexes and chains, in administrative, executive, expert and managerial positions;
- catering and entertainment facilities;
- travel agencies and tour operators, as organizers and intermediaries of basic and

additional services;

- consulting companies in the field of sustainable tourism and tourism in general;
- the public administration in the various institutions and organizations of the central government and the local (municipal) administration;
- non-governmental organizations in the field of tourism, implementing and promoting the concept of sustainable development
- tourism employers and branch organizations;
- international organizations in the field of tourism, in the field of sustainable development and sustainable tourism, as well as in the field of international economic relations and others.

Sustainable Tourism graduates may exercise these professions and occupy the following positions according to the National Classification of Occupations, 2011:

- 3343/3001 Administrative Secretary; 3343/3002 Assistant, correspondence; 3343/3009 Executive Secretary, Office; 3343/3010 Secretary of the Management Board, 4226/2003 Receptionists with general functions; 4227/0001 Interviewer, marketing research; 4227/0002 Interviewer; 4229/2001 Informant, reception; 4229/2002 Informant / cultural organization / cultural institute; 1412/2003 Manager, self-service restaurant; 1412/3004 Manager, confectionery / cafe; 1412/3005 Manager, bar; 1412/3006 Manager, restaurant; 1412/3007 Manager, chair; - 1412/3008 Manager, preparation and delivery of food (catering); 1412/3009 Head, department in a restaurant; 1412/3011 Owner, restaurant; 1431/3015 Manager, recreation; 1431/3017 Manager, casino; 1431/3020 Manager, amusement / amusement parks; 1431/6021 Head, Department of Cultural Activities; 1431/6022 Head of department, recreation; 1431/6023 Head of department, sports activities; 1439/3001 Manager, public service establishment; 1439/3003 Manager, camping; 1439/3004 Manager, travel agency; 1439/3005 Manager, service bureau; 1439/3006 Manager, hut; 1411/3001 Head, hotel department; 1411/3002 Manager, hotel; 1411/3003 Manager, motel; 1412/3001 Manager, public catering establishment; 1439/6007 Head, department in travel agencies; 1439/3008 Head, contact center; 1439/3009 Head, conference center; 4221/3001 Consultant, passenger transport; 4221/3002 Organizer, passenger transport; 4221/3003 Organizer, travel; 4221/5004 Consultants and employees in travel agencies; 4224/2001 Receptionist, hotel; 4224/3002 Administrator, hotel.

The Tourism Bachelor qualification characteristics with a Sustainable Tourism professional qualification is an essential document which determines the curriculum and syllabus design and development. It is consistent with the Higher Education Act of the Republic of Bulgaria, with the Ordinance on the State Requirements for Awarding Educational and Qualification Degrees of Master, Bachelor and Specialist, and with the Internal Regulations of the South-West University of Neofit Rilski.

STRUCTURE OF CURRICULUM

Major: Tourism

Education and Qualification Degree: Bachelor

First year			
First semester	ECTS credits	Second semester	ECTS credits
1.Introduction into tourism	6.0	1. Tourism resources	5.0
2.Elective course group I	5.0	2. Elective course III group	5.0
3.Elective course group II	5.0	3. Foreign language – part II	6.0
4. Foreign language – part I	6.0	-English	
-English		-German	
-German		-Russian	
-Russian		4.Digital tools in sustainable development	5.0
5. Human Resource Management	5.0	5.Sustainable tourism development and policy	4.0
6. Economics of Tourism	3.0	6. Elective course group IV	5.0
7. Sport	0.0	7. Sport	0.0
Elective courses (Students choose one course from each group)		Elective courses (Students choose one course from each group)	
Elective courses group I		Elective courses group III	
1. Intercultural communication	5.0	1. Sustainable tourism and sustainable mobility	5.0
2. Customer service and interpersonal contacts	5.0	2. Career development in tourism	5.0
Elective courses II group:		Elective courses group IV:	
1. Forecasting in tourism	5.0	1. Entrepreneurship in tourism	5.0
2. Tourism research methodology	5.0	2. Accounting in tourism	5.0
	Total 30		Total 30
Second year			
First semester	ECTS credits	Second semester	ECTS credits
1. Management of tourism and tourist destinations	6.0	1. Innovations for sustainable tourism	6.0
2. Elective course group V	5.0	2. Hotel and restaurant business	4.0
3. Elective course group VI	4.0	3. Elective course group VII	5.0
4. Business foreign language – part I	6.0	4. Business foreign language – part II	6.0
-English		-English	
-German		-German	
-Russian		-Russian	
5. Tourism marketing	4.0	5. Crisis management in tourism	6.0
6. Ecology and responsible tourism	5.0	6. Internship – part I	3.0
Elective courses (Students choose one course from each group)		Elective courses (Students choose one course from each group)	
Elective courses group V:		Elective courses group VII:	
1. Statistics in tourism	5.0	1. Speleological tourism	5.0
2. Legal norms in tourism	5.0	2. Smart tourism	5.0
Elective courses group VI:		3. Special interest tourism	5.0
1. Health tourism	4.0		
2. Wine and food tourism	4.0		

	Total 30		Total 30
Third year			
First semester	ECTS credits	Second semester	ECTS credits
1. Leisure and life quality 2. Corporate social responsibility 3. Foreign language in tourism – part I -English -German -Russian 4. Elective course group VII 5. Elective course group IX 6. Conjecture in sustainable tourism	6.0 5.0 5.0 5.0 5.0 4.0	1. Tour operations and travel agencies 2. Elective course group X 3. Business communication 4. Elective course group XI 5. Principles of sustainable branding 6. Elective course XII group	6.0 6.0 5.0 5.0 5.0 3.0
Elective courses (Students choose one course from each group)		Elective courses (Students choose one course from each group)	
Elective courses group VIII: 1. Green tourism 2. Management of environmental events and festivals Elective courses group IX: 1. Preservation and interpretation of cultural heritage 2. Sustainable management of rural tourism	5.0 5.0 5.0 5.0 5.0	Elective courses group X: 1. E-Tourism 2. Distribution channels in tourism Elective courses group XI: 1. Tour guiding 2. Cycling tourism 3. Walking tourism Elective courses group XII: 1. Creative tourism 2. Tourist animation	6.0 6.0 5.0 5.0 5.0 3.0 3.0
	Total 30		Total 30
Fourth year			
First semester	ECTS credits	Second semester	ECTS credits
1. Sustainable tourism project management 2. Certification for sustainable tourism 3. Elective course group XIII 4. Foreign language in tourism – part II -English -German -Russian 5. Elective course group XIV 6. Internship – part II	5.0 6.0 5.0 6.0 5.0 3.0	1. Competitiveness and sustainable tourism 2. Management of tourist experiences 3. Elective course group XV 4. Elective course group XVI 5. Nature protection State examination or bachelor thesis defense	5.0 4.0 5.0 3.0 3.0 10.0
Elective courses (Students choose one course from each group)		Elective courses (Students choose one course from each group)	

Elective courses group XIII:		Elective courses group XV:	
1. Transport services in tourism	5.0	1. Volunteer tourism	5.0
2. Tourism superstructure	5.0	2. Mountain guiding	5.0
		3. Extreme tourism	5.0
Elective courses group XIV:		Elective courses group XVI:	
1. Hunting tourism	5.0	1. Geotourism	3.0
2. Ornithological tourism	5.0	2. Sports tourism	3.0
	Total 30		Total 30

TOTAL FOR 4 ACADEMIC YEARS: 240 CREDITS

Contact details:

Head of the Department of Tourism – Prof. Dr. Maria Stankova, e-mail: mstankova@swu.bg

Secretary of the Department of Tourism – Sonya Kolarska, e-mail: skolarska@swu.bg

Contact number: +359 876 986 033

Link to the Department of Tourism - <https://stf.swu.bg/bg/aboutbg/departmentsbg/turizam>

Facebook profile of the Department of Tourism -

<https://www.facebook.com/p/Tourism-Department-SWU-Neofit-Rilski-100057554714126/>

DESCRIPTION OF COURSES
Major: Sustainable Tourism
Educational and qualification degree: Bachelor

INTRODUCTION INTO TOURISM

ECTS credits: 6

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Ilinka Terziyska

Annotation:

The course in Introduction into Tourism aims to acquaint students with the basic concepts and processes in tourism. The historical development of tourism, its definition and its various forms, the basic regularities in the demand and supply of tourist products are considered. The course also pays attention to the main sectors in tourism: hotels and restaurants, tour operations, tour guiding and transport. "Introduction into tourism" is a discipline that should acquaint students with the specifics of the tourism sector, providing basic knowledge of the processes that are most characteristic. Students who successfully complete this course will be able to: understand basic concepts in the field of tourism; to interpret data related to tourism development; to analyze processes related to supply and demand in tourism; to know the characteristics of the main sectors in tourism: hotel and restaurant business, tour operations, tour guiding; to apply the principles of sustainable development in tourism.

Course content:

History and modern development of tourism. Nature and significance of tourism. Types of tourism. Scope and influences of tourism. Tourism as a system. Subsystems in tourism. Tourist destination. Tourism resources. Tourism staff. The hotel and restaurant industry. Intermediaries in tourism. Tour guiding. Tourist behavior. Tourist demand. Tourist supply. Sustainable development in tourism.

Teaching and assessment:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed on a regular basis, and the results achieved by the set tasks and tests are of serious importance.

ENGLISH LANGUAGE, PART I

ECTS credits: 6

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Chf. Assist. Prof. Dr. Lubov Ivanova

Hours per week: 01+4s

Exam type: written

Annotation:

The practical course in English at the First level, part I aims at introducing the basics of the English language - parts of speech and parts of sentences, pronouns, verb forms and tenses. Building basic knowledge in the field of vocabulary and grammar of modern English is the necessary basis for studying the discipline in the next courses of study, and mastering language habits for communication in a specialized foreign language for the purposes of sustainable tourism. The purpose of English, part one, is to lay a good foundation for building basic language skills. Another basic competence is the construction of the minimum linguistic minimum of vocabulary, which is learned both with the forms for the basic verb tenses. The main goal is to build a skills base to the Upper-intermediate level at the end of the bachelor's degree course, reaching a level of language proficiency that ensures the correct use of language structures and the necessary vocabulary for effective communication.

Course content:

Bright Lights, Big City. Talking about personal possessions. Giving personal information. Home Life. Talking about daily routines. Describing a room. My Ideal. Holiday. Expressing preferences. Asking for travel information. What's in Fashion? Describing people's clothes. Shopping for clothes. You Are What You Eat... Talking about food preferences. Talking about quantities. They've Got Talent! Talking about abilities and interests. Summary. Literature - Island adventures. Reading Plot summaries. Listening a conversation about books. Writing a summary of a book. Speaking on topics on favourite books.

Teaching and assessment:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed on a regular basis, and the results achieved by the set tasks and tests are of serious importance.

GERMAN LANGUAGE, PART I

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

Department of Tourism

Faculty of Economics

Lecturer: Senior Lecturer Dr. Olga Kostadinova**Annotation:**

The practical course in German level I, part one aims to introduce the basics of the German language - alphabet, numbers, masculine forms, personal pronouns, verb forms and the present tense. Building basic knowledge in the field of vocabulary and grammar of modern German is the necessary basis for further study of the discipline and the acquisition of language habits for communication in a specialized foreign language in sustainable tourism as an ultimate goal. The main goal of the German language, Part I is to lay a good foundation for building basic language skills and creating interest in students. Another basic competence is the construction of the linguistic minimum of vocabulary, which is learned both with the singular and plural forms, and with the corresponding gender. The main goal is to build a skills base to the Proficiency level at

Hours per week: 01+4s**Exam type:** written

the end of the bachelor's degree course, reaching a level of language proficiency that ensures the correct use of language structures and the necessary vocabulary for effective communication.

Course content:

Ertste Kontakte; Sich begrüßen; Sich und andere vorstellen; Buchstabieren; Telefonieren: falsch verbunden; Rechnen; Beruf und Herkunft angeben und danach fragen; Zahlen bis 100; Gegenstände im Haus und Haushalt

Gegenstände benennen und beschreiben; Preisangaben verstehen und notieren; Richtigstellen; Zahlen bis 1000. Essen und Trinken Essgewohnheiten beschreiben; Im Restaurant bestellen und bezahlen; Komplimente und Reklamation bei Tisch; Lebensmittel einkaufen. Freizeit Zurechtweisen; Um Auskunft bitten; Sich verabreden; Ansichtskarte schreiben. Wohnen Wohnungen beschreiben; Einrichtungsgegenstände kommentieren; Über Verbote informieren;

Teaching and assessment:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed on a regular basis, and the results achieved by the set tasks and tests are of serious importance.

RUSSIAN LANGUAGE – PART I

ECTS credits: 6

Hours per week: 0l+4s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Chf. Assist. Prof. Dr. Sonia Hristova

Annotation:

The course is aimed at building foreign language competencies at a professional level in the training of qualified personnel to serve the tourism industry. The emphasis in the learning process is on building all components of communicative competence: - language competence in structural / knowledge of phonetic features, vocabulary and grammar of the Russian language / and functional / use of Russian in accordance with the communicative needs of students in the field of sustainable tourism / aspect; - socio-cultural competence / knowledge and skills for orientation in the socio-cultural context /; - strategic competence / mastering strategies for solving communication problems as a result of lack of knowledge or skills /. The four types of speech skills are developed: speaking, listening comprehension, reading and writing. The phonetic-intonational, lexical and grammatical aspects of the language are presented simultaneously. The new information is presented comprehensively / vocabulary and grammar, syntax and morphology are combined /, concentrically / attention is paid to the semantic side of the studied units / and contrastively / is compared with the system of the Bulgarian language and correlates with the real situations of communication /. Strong and flexible associations are created between the language means and the content of the speech, so that the student can freely express his thoughts and understand a foreign speech in Russian. The active and passive vocabulary of the students is enriched, which allows them to recognize and reproduce unknown lexical units on the basis of knowledge of word-formation models, international vocabulary and context. Along with the

mastery of individual words, language means for expressing certain communicative intentions are mastered. The vocabulary is presented on a thematic and systematic principle, and the topics are selected so as to contribute not only to the language, but also to the general cultural and professional preparation of the students.

Course content:

Concept of vowels and consonants. Question with question word and answer. Concept of soft and hard consonants. Plural of nouns. Dating. Intonation of a complex sentence. Present tense of the verb. Questions about the background and the predicate. Sound and sound consonants. Accusative case - a direct complement. Quantitative numerals from 1 to 10. Home. Complex compound with a subordinate clause. City and transport. The sounds w, w, c. Proposed maturity for the place of the singular nouns. Quantitative numerals / 11 - 90 /. City and transport - continued. Genus of nouns. Possessive pronouns. Impersonal sentences. Past tense of the verb. Concept of types of verbs. Family. Friends. Types of verbs. Simple and complex future time. Accusative case to indicate the time of the action with the days of the week. Types of intonation constructions. Accusative case with movement verbs. University, faculty. Education. The sound Proposed maturity of plural nouns and personal pronouns. Proposed maturity for the object of speech. Numerals from 100 to a billion. Adjectives in the nominative case. Proposed maturity to indicate time. Seasons. Reflexive verbs. Daily regime. Proposed maturity of adjectives and possessive pronouns. Complex compound with a subordinate clause. Short adjectives. Profession. Working day. Accusative case of animate nouns and personal pronouns. Conditional sentences in the composition of the complex. What will happen if ...? Accusative case of adjectives, possessive pronouns. Murphy's Law. Verbs for motion without prefixes. Superb degree of adjectives. Sports. Clock. Parent maturity of nouns with spatial significance. Parent maturity after numerals. Olympic games. Parent maturity in names. Travel. Parent maturity of adjectives and possessive pronouns and to indicate date. Library. Dative case for addressee and for indicating age. Mail. Dative case of adjectives and possessive pronouns. Newspapers and magazines, internet. Creative maturity for commonality - noun and personal pronoun. Environment. Creative maturity of adjectives and possessive pronouns. My place in society. Family. Degrees for comparison of adjectives. Parent maturity of nouns in comparison. 12 months. Verbs for movement with prefixes. Man, character. Negative pronouns. Declension of quantitative numerals. The last symphony. Passive constructions. The planets of the solar system. Imperative. Indirect speech. A fairy tale. The Kremlin. Circumstantial meanings. Space. Conditional inclination. Why did they forget us? Holy Communion. Wedding. Actual communions. Painting. Suffering communions. Incident.

Teaching and assessment:

Classes in the course include seminars. Topics for them are announced in advance, and students are required to participate in discussions on issues raised for consideration with opinions, solving practical cases, essays.

HUMAN RESOURCE MANAGEMENT

ECTS credits: 3

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Hours per week: 03+0s

Exam type: written

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Gergana Angelova

Annotation:

Students get acquainted with modern theories, practical approaches and tools for human resource management. In the process of training they receive information about the development of the theoretical thought about human capital and the mechanisms for full-fledged management of human resources, about the modern management of human resources with value. The focus is on the four main management practices aimed at staff turnover, performance, labor and communications in the organization. Special emphasis is placed on issues related to the motivation and mobility of human resources, the selection and retention of talent. Students learn about the role of management in the development and implementation of human resource management systems, as well as the nature of the "Human Resources" department in the organization. The course is in accordance with the planned schedule and allows to master the management practices related to this exceptional resource of each system. The aim of the course is for students to acquire knowledge and skills in the subject and to build a clear vision and belief that human resource management is a modern concept that offers a wide range of tools to achieve company goals, to generate value in the four targets. groups - managers, employees, customers and investors, to achieve competitiveness and prosperity of any organization in the modern world.

Course content:

The theory of human capital and the change in the conceptual apparatus. Significant differences between "human resources" and "staff"; between "organization", "firm" and "company". Recognition of the tourist organization and good practices for human resources management in tourism and maintaining the exceptional quality of the offered products and services. Structural and content characteristics of the organization. Organizational behavior - competence, motivation and job satisfaction. The modern practice of "Talent Management". Specifics of teamwork. Comparison of the terms "group" and "team". Group work and team work. Organizing, conducting, goals and benefits of team building. Good team building practices. Managing human resources with value. Conditions for generating value in the tourist organization. The need and role of the Human Resources Specialist in the organization. Main characteristics of those employed in tourism. Directions of movement of people in the tourist organization. Prerequisites for staff turnover. Recruitment and finding talented employees. Building competence and talent. Training and development of staff in tourism. Good practices for training and development of new employees in the organization. Identification of talented employees. Categories of employees according to the matrix "Competence - Performance" (Laura Stack, 2010). Retention of talented employees. Development of performance theory. Methods for performance evaluation. Basic steps for performance management (D. Ulrich, W. Brockbank). Performance standards - nature and types. Need to use performance standards. Significance of feedback on performance. Basic tools for receiving feedback from employees in the organization. Creating an effective labor structure. Models for structuring labor. Factors influencing the choice of labor structuring model. Creating effective positions. Conditions for an attractive position. Techniques for collecting information to deal with the work of a relevant position in the organization. Work restructuring techniques. Details of the job description. Approaches to stress management. Forms and stages of stress. The most common causes of stress in the workplace. Nature and efficiency of the communication process. Communication models of Shannon and Weaver and D. Berlo. Principles of Business Communication - The 7 C's. Organizational hierarchy and communication flows in

it. Informal communication channels in the organization. Communication strategy - nature, specificity and connection with the business strategy of the organization. Written and oral forms of communication in human resource management. Nature and specifics of the interview. Types of interviews. Interview with job candidates. Interview to evaluate the work of an employee.

Teaching and assessment:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed on a regular basis, and the results achieved by the set tasks and tests are of serious importance.

TOURISM ECONOMICS

ECTS credits: 3

Hours per week: 02+0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 1

Methodological guidance:

Department of Tourism Faculty of Economics

Lecturer: Chf. Assist. Prof. Dr. Lubomira Pinelova

Annotation:

The program forms the necessary theoretical knowledge about the economics of tourism, considered as part of tourism activities. The logic of the modern development of economics and the experience in public practice bring to the fore several main topics, which are included in the curriculum of the discipline as ten separate topics. The aim of the course is to acquaint students and to form knowledge, special skills and habits for practical activities in the field of economics of the travel company. The main tasks that should be solved during the implementation of the curriculum are: 1. Acquisition of knowledge about the economic foundations of tourism; the economic environment for the functioning of tourism; the nature, types and forms of manifestation of capital, fixed and short-term assets in tourism; 2. Acquisition of knowledge and practical skills for the peculiarities of price formation and pricing in tourism; the economic characteristics of labor and labor productivity in tourism; the importance of costs and revenues in tourism. 3. Getting acquainted with the sources of income and profit in tourism; taxation and distribution of profits in tourism; the essence and measurement of the efficiency and profitability of the activity in tourism.

Course content:

The tourist company - a general characteristic. The travel company in the conditions of different market structures. Main "production" resources of the travel company. Company tourist product. Standardization and payment of labor in the travel company. Innovations and innovation policy of the travel company. Investments and investment policy of the travel company. Revenues, expenses and profit of the travel company. Economic efficiency of the activity in the tourist company. Quality management and certification in the travel company.

Teaching and assessment:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed on a regular basis, and the results achieved by the set tasks and tests are of serious importance.

INTERCULTURAL COMMUNICATION

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Teodora Kiryakova

Annotation:

The main goal is to provide basic knowledge about the theory and practice of intercultural communication in the current situation of globalization. Another main goal of the course is to emphasize the dialogue between cultures in the current situation of social, cultural and economic migration and turbulence, preparing students for their future professional realization as specialists in sustainable tourism. Another main task of the lecture course is to trace the conceptual apparatus in defining the general communicative competencies, on the basis of which the specifics of the competencies for intercultural communication stand out, as well as the need for their formation. Introductory topics include questions from the research of intercultural communication, professional communication, universal and national values. A special place is given to the role of tolerance and tolerance in the construction of intercultural competencies as a goal and result in intercultural communications. The course traces the various theories in the field of intercultural communication. Introductory topics include questions about the peculiarities of culture as part of verbal and nonverbal communication. Particular emphasis is placed on the consideration and discussion of specific cases of critical incidents in the clash of cultures of different types and ways of resolving conflicts.

Course content:

The concept of culture in anthropological terms. Main emphases in the research of intercultural communication, professional communications, the culture of business speech and communication between cultures for the formation of intercultural competencies. The relationship between culture and speech behavior. Conceptual apparatus - competencies, competencies, intercultural competence and intercultural competences. Linguistic and intercultural competence. The main types of competencies and their functions - linguistic, communicative, compensatory, social, technical and intercultural. Intercultural competence - definition, necessity, expectations. Types of crops - principles of classification. Hofstede's theory of cultures - an overview. Tolerance and types of tolerance. Tolerance in intercultural communication. Formation of competencies for intercultural tolerance. Six cultural dimensions - statistics, reliability, consequences. Universal and national values in the formation of intercultural competencies. Main types of world cultures. Culture and educational system. Tolerance and interreligious tolerance. Formation of competencies for interreligious tolerance. Classification of cultures by Hall. Formation of competencies for non-verbal intercultural communication. Features of intercultural dialogue. Kluckhohn and Schwartz theory of culture - specifics and universals. Stereotypes and prejudices - reliability and ways to avoid them. Specifics of non-verbal intercultural communication. Culture shock. Mechanisms for overcoming culture shock. Formation of intercultural competencies for overcoming the culture shock. Development from cultural feeling to cultural understanding and adaptation. Formation of intercultural competencies in the conditions of labor migration. Strategies for achieving successful intercultural communication in the global business world.

Teaching and assessment:

Hours per week: 3l+0s

Exam type: written

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed on a regular basis, and the results achieved by the set tasks and tests are of serious importance.

CUSTOMER SERVICE AND INTERPERSONAL CONTACTS

ECTS credits: 5

Hours per week: 3l+0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Gergana Angelova

Annotation:

Students get acquainted with modern theories, practical approaches and tools for customer service. In the process of training, they receive information to build good relationships with customers, achieve loyalty and build trust. They get acquainted with the various means of customer feedback, creation of customer databases and customer value. Students acquire knowledge of different approaches to improve customer service and maximize customer satisfaction and loyalty. The aim of the course is for students to acquire knowledge and skills in the subject and to build a clear vision and belief that customer service is the basis of business success and is part of the branding strategy of the organization, it depends on the competitiveness of business; quality customer service generates value for the business.

Course content:

Evolution of relationships and customer service. Creating value through customers. The technological revolution and customer relationships. Building relationships with customers. Mass media and branding. Loyalty programs. Building trust among customers. Basic tasks for creating and managing customer relationships. Customer identification. Creating and using client databases. Differentiation of customers. Customer value. Dealing with difficult clients. Customer behavior and needs. Categorize customers according to their needs. Build value for the customer. Interaction with customers. Strategy for cooperation with clients. Dealing with complaints. Customer understanding, dialogue and social media. "Crowd service" - customers helping other customers. Confidentiality and protection of personal data of customers. Customer feedback. Customization of standardized products and services. Creating value. Customer loyalty and customer capital. Return measurement and analysis. Maximizing long-term value. Improving customer service. Strategy for customer service and relationships. A model for maximizing customer satisfaction and loyalty. Customer service as the main prop of the branding strategy. Custom brands for market segments.

Teaching and assessment:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed on a regular basis, and the results achieved by the set tasks and tests are of serious importance.

FORECASTING IN TOURISM

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Vladimir Tsenkov

Annotation:

"Forecasting in tourism" is a discipline that should acquaint students majoring in "Sustainable Tourism" with the specifics, requirements and standards of the situation as a snapshot and future forecast of the state of economic systems in tourism, as well as all internal and external factors that affect and determine its future development. Expected results are to acquire the following specific competencies, in accordance with level 6 of the EQF, respectively level 6B of the NQF: To have the ability to independently develop and propose management solutions for daily business operations and activities in the field of tourism as a result of information, obtained from market analyzes and studies; To have the ability to integrate into a team and to have the capacity to form and organize teams of people to work in the field of conducting business research in tourism; To have the capacity to coordinate the work of individual employees / departments / divisions in the respective organization / company in connection with the planning, the organization of the control of the conducting of economic researches and analyzes; To select and use the appropriate methods for carrying out quantitative and qualitative analysis and to have the capacity to apply modern methods for data collection and processing for the needs of business organizations and public institutions in the field of tourism; To be able to conduct individually or in a team market research on tourism markets or audiences of stakeholders and consumers in the field of tourism. To have the capacity to prepare short-term, medium-term and long-term forecasts for the development of the conjuncture in tourism on a given tourist market.

Course content:

The concept of anticipatory reflection in forecasting. Using the process approach. Subjective and objective forecasting. Univariate and multivariate forecasting. Accuracy and precision in forecasting tourist indicators. Expert methods for forecasting the tourist situation: methods such as "Business Barometer", Ifo methods, Delphi method and others. Scenario methods and matrix methods for forecasting the tourist situation. Multivariate forecasting methods: Econometric methods. ARIMA and SARIMA methods. Emergence and development of methods for forecasting by exponential smoothing. Taxonomy of methods for forecasting by exponential smoothing. Univariate statistical methods for forecasting the tourist situation: Naïve (simple) method, Index method, Chain average method. Trend method. Univariate statistical methods for forecasting the tourist situation: Methods using exponential smoothing - Method of single (simple) exponential smoothing; Brown's double exponential smoothing method, Brown's theorem, Holt's method. Univariate statistical methods for forecasting the tourist situation: Methods using exponential smoothing - Holt-Winters method, Taylor method. Troncoso and Garcia-Diaz correction of the Taylor Method. Forecasting tourist arrivals based on annual and monthly data. Forecasting of tourism revenues on the basis of annual and monthly data. Forecasting of labor costs in tourism.

Teaching and assessment:

Hours per week: 2l+1s

Exam type: written

The training in the discipline is carried out in the form of seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence in the implementation of the progress assessment and the results achieved by the set tasks and tests are of serious importance.

METHODOLOGY OF TOURISM RESEARCH

ECTS credits: 5

Hours per week: 2l+1s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Chf. Assist. Prof. Ivanka Vasenska

Annotation:

The lecture course examines the theoretical and practical application of the scientific approach and reveals its essence and its specific application in practice in the field of sustainable tourism and the field of hospitality economics. The aim of the course is to acquaint students with the basic knowledge and scientific principles of the scientific approach, its practical application in the study of phenomena and processes in sustainable tourism and hospitality. The main tasks that should be solved in the implementation of the curriculum are: 1. Acquisition of knowledge about the nature of the scientific approach as a method of scientific knowledge and its features in the study of phenomena and processes with mass manifestation. 2. Acquisition of knowledge and practical skills for organizing and conducting research and study of phenomena. 3. Getting acquainted with the basic scientific methodologies and the possibilities for their application in various fields, as well as for obtaining data and information, their analyzes, forecasts and decision-making with a higher degree of adequacy regarding the management of enterprises and institutions with economic and non-profit aim.

Course content:

The scientific method and science. History of the scientific approach. Subject, method and functions. Development. Basic concepts. Scientific method - nature and types. Research and study. Definition and types. Terminology that appears in the research literature and research discourses. Ontology, epistemology and methodology. Scientific research - essence and object. Types and scope of research. Behavioral economics in the rational choice theory and game theory. Neo-institutionalism and the theory of the idle class. Research plan and organization. Research stages. Actuality. Purpose. Tasks. Object. Subject. Scope. Hypotheses. Graphic images. Nature and cognitive capabilities of graphic images. Elements of graphic images. Types of images. Application of graphic images. Quantities essence, application and calculation. Measurement scales - nominal, ordinal (rank, point), interval. Search: sources of information. Gain access to material. Compilation and maintenance of a bibliography. Literature review. Reference to the literature. Reference systems. Data - nature and stage of obtaining them. Summarizing statistical characteristics. Measurement and measuring scales. Data collection - primary and secondary sources. Qualitative methods - quality information using media of words, images or sounds. Quantitative methods - continuous variables (numbers). Survey - typology, design and coding. Case study, study of an individual example - case - of the phenomenon. Aim, to study the phenomenon through one or more single examples. General population and sample.

Representativeness. Sample size. Distributions. Confidence intervals. Gradient. Hypothesis testing using artificial intelligence and computer languages. Errors in conducting scientific research. Methods of analysis. Secondary data analysis, quantitative and qualitative data. Interpretation. Reproducibility. Presentation of the results, conclusions and recommendations.

Teaching and assessment:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed on a regular basis, and the results achieved by the set tasks and tests are of serious importance.

TOURISM RESOURCES

ECTS credits: 5

Hours per week:31+0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Ilinka Terziyska

Annotation: The course aims to acquaint students with the variety of resources that determine the development of tourism. The main types of resources are considered, as well as the ways for their valorization in tourism. Special attention is paid to their sustainable use for tourist purposes. "Tourism resources" is a discipline that should acquaint students with the resources needed for sustainable tourism development, providing basic knowledge of how to manage them. Students who successfully complete this course will: know the main types of resources used in tourism; can analyze the tourist potential of a destination; build strategies for sustainable management of the tourist destination based on available resources.

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. Progress assessment is performed. The aim of the progress assessment is to establish responsibility in respect of the prior training in systematic learning, formation of applied thinking skills, work with information products and ability to work as a team.

ENGLISH LANGUAGE – PART II

ECTS credits: 6

Hours per week: 0l+4s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assist. Prof. Dr. Vesela Ivanova

Annotation:

The practical course in English at the first level, second part aims to introduce the basics of the English language - parts of speech and parts of sentences, pronouns, verb forms and tenses. Building basic knowledge in the field of vocabulary and grammar of modern English is the necessary basis for studying the discipline in the next courses of study, and mastering language habits for communication in a specialized foreign language for the purposes of sustainable tourism. The purpose of English, Part II is to lay a good foundation for building basic language skills. Another basic competence is the construction of the linguistic minimum of vocabulary, which is learned both with the forms for the basic verb tenses. The main goal is to build a skills base to the Upper-intermediate level at the end of the bachelor's degree course, reaching a level of language proficiency that ensures the correct use of language structures and the necessary vocabulary for effective communication.

Course content:

Life events. Talking about changes from past to present Describing appearance and personality. Out and About. Talking about past events Expressing feelings. Professions. Talking about temporary events in the past. Money. Asking for information Ordering in a restaurant. A description of a person's life. Writing a short biography. Victorian London. Using a dictionary (2).Planning your writing. Making translations. Summary. Annotating visual information; Writing Information for tourists; Writing example sentences; Opening sentences; Using a dictionary (2); Planning your writing; Making translations.

Teaching and assessment:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed on a regular basis, and the results achieved by the set tasks and tests are of serious importance.

GERMAN LANGUAGE – PART II

ECTS credits: 6

Hours per week: 0l+4s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Senior Lecturer Dr. Olga Kostadinova

Annotation:

The practical course in German, second part aims to consolidate the acquired knowledge in the first level, introducing new knowledge and skills in the German language - verb forms of the past

perfect and preterite forms. The development of basic knowledge in the field of vocabulary and grammar of modern German continues with emphasis on more complex expressions and phrases necessary for further study of the discipline and the acquisition of language habits for communication of the specialized foreign language in sustainable tourism as ultimate goal. The main goal of German, the second part is to develop competencies in basic German. Another important competence is the addition of a linguistic minimum of vocabulary, which continues to be studied both with the singular and plural forms, and with the corresponding gender. The main goal is to build a skills base up to the Fortgeschrittene level at the end of the bachelor's degree course, reaching the level necessary for the application of the specific German language in the field of international economic relations. At the end of the course, students should have an active set of words and phrases on which the lexical "skeleton" of the language course for this level is built; they must be able to read, listen to and understand elementary texts in German, most of them in dialogic form, to express themselves in simple sentences in that language so that they can be understood by other native speakers.

Course content:

Der Dativ im Satz. Dativformen. Präpositionen mit Dativ. Imperativsatz. Modalverben *wollen* und *können*. Perfekt mit *Haben* und mit *sein* Satzklammer. Perfekt mit *sein* Präpositionen VOR, NACH, SEIT im Dativ **Strukturen verstehen:** Vokal-Neueinsatz Modalverb *müssen*. Satzklammer – Zusammenfassung. Ordinalzahlen. Modalverben *dürfen* und *sollen* Konjugation und Stellung im Satz Ja – Nein -Fragen und Antworten Imperativ – Zusammenfassung. Personalpronomen Nominativ und Akkusativ Präpositionen mit Akkusativ und Dativ Verbindungen mit *es*.

Teaching and assessment:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed on a regular basis, and the results achieved by the set tasks and tests are of serious importance.

RUSSIAN LANGUAGE, PART II

ECTS credits: 6

Hours per week: 01+4s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Chf. Assist. Prof. Dr. Sonia Hristova

Annotation:

The expected level of students in the first year of the second semester is A2, which is expressed in: understanding of sufficiently used words and expressions and short with medium complexity texts related to the person and the world around; ability to compose stories about family, people, life, learning process, work; ability to write short essays and messages; ability to find information in texts about everyday life, advertisements, brochures, menus.

There is a transition from the elementary, basic module to the main one. The main module is implemented on the basis of relatively differentiated training in grammar, vocabulary, translation and speech development with an emphasis on preparing students for speech development and the creation of communication skills in the field of tourism in view of the specifics of the specialty. Basic knowledge of the grammatical structure and functioning of the language is mastered, creating strong and flexible associations between language means and speech content, so that the student can use the grammatical material to express their thoughts and understand a foreign language in Russian. The grammar material is presented in a complex way /vocabulary and grammar, syntax and morphology are combined/, concentrically /attention is paid to the semantic side of the studied units/ and contrastively /it is compared with the system of the Bulgarian language and correlates with the real situations of communication /

The course aims to maximize the active vocabulary of students and achieve a sufficiently high level of mastery of basic language skills.

Course content:

Человек: внешность и развитие человека. Род, имен и падеж существительных. Человек – психические свойства личности /интеллект, темперамент, характер/. Падежная система русского языка. Склонения существительных. Профессии. Карьера. Местоимения в родительном падеже. Родительный падеж без предлогом. Одежда. Обувь. Родительны падеж с предлогом. Значения предлогов. Дом. Строительство и внутренняя отделка дома. Родительный падеж имен и глаголов. Квартира и убранство. Дательны падеж. Питание. Состав и приготовление пищи. Ресторан. Винительный падеж с предлогом и без предлогом. Глаголы движения. Человеческая забота. Здравоохранение и гигиена. Творительны падеж. Образование. Университет. Предложны падеж. Предложный и винительный падеж - сравнение. Язык и литература. Имя прилагательное – виды. Склонение прилагательных. Музыка /произведения, инструменты, исполнители/. Степени сравнение прилагательных. Изобразительное искусство. Архитектура. Количественные числительные. Театр. Киноискусство. Цирк. Радиопередачи. Телевидение. Активные и пассивные конструкции. Прямая и косвенная речь - трансформации. Транспорт и сообщения – виды. Торговля. Падежная система - повторение. Условные конструкции.

Teaching and assessment:

The training in the discipline is carried out in the form of seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence during the classes are assessed during the implementation of the progress assessment and the results achieved by the set tasks and tests are of serious importance.

DIGITAL TOOLS IN SUSTAINABLE TOURISM

ECTS credits: 5

Hours per week: 3l+0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Chf. Assist. Prof. Ivanka Vasenska

Annotation:

The aim of the course is to acquaint students with the basic knowledge and skills for organization and management of processes in the development of tourism in the era of digitalization and in the study of phenomena and processes in sustainable tourism and hospitality.

The main tasks to be solved in the implementation of the curriculum are: 1. Acquisition of knowledge about the nature of the new trends in the implementation of the tourist product digital environment, as well as to use the benefits of ICT to improve tourism services. 2. Acquisition of knowledge and practical skills for organizing and conducting research and study of phenomena with the help of computer systems for the purposes of sustainable management in the fields of tourism and hospitality. 3. Getting acquainted with the basic scientific methodologies and the possibilities for their application in various fields, as well as for obtaining data and information, their analyzes, forecasts and decision-making with a higher degree of adequacy regarding the management of enterprises in the field of tourism and hospitality.

Course content:

Introduction to technology and sustainable tourism in the context of the digital and behavioral economy. Sustainable technologies. Introduction. Review of technologies for sustainable tourism. Sustainable development and green tourism: new practices for excellence in the digital age. Impact of artificial intelligence, augmented and virtual reality on the spheres of travel, tourism and hospitality. Digitization of accommodation facilities. The change in management approaches in the era of the fourth digital revolution. Measuring quality, satisfaction and behavioral change with digital tools. The digital evolution of online booking systems. Local, regional and global reservation systems in tourism. Electronic supply chain management in tourist destinations. Sustainable electronic supply chain management. Digital ecosystems, complexity and tourist networks. Sustainable tourism management. Mobile applications and social networks. Online intermediaries in sustainable tourism. Use of e-marketing tools such as communication management in the tourism industry. Implementation of ICT for the needs of small tourism companies managed by owners: Organizational decision-making and perspective for leadership. Online distribution and management channels. Applications of artificial intelligence and computer languages in decision making in management. Ethical framework for a sustainable society in the age of digitalization and artificial intelligence: opportunities, risks, principles and recommendations. Cybersecurity in the fields of hospitality and tourism: a risk-based approach.

Teaching and assessment:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed on a regular basis, and the results achieved by the set tasks and tests are of serious importance.

SUSTAINABLE TOURISM DEVELOPMENT AND POLICY**ECTS credits:** 4**Hours per week:** 3l+0s**Form of assessment:** progress assessment and exam**Exam type:** written**Semester:** 2**Methodological guidance:**

Department of Tourism

Faculty of Economics

Lecturer: Prof. Dr. Maria Stankova

Annotation:

The course is focused on key aspects of knowledge in the field of sustainable development in tourism. Its peculiarities are considered, as well as the prerequisites for the adoption and implementation of sustainable policies. Special attention is paid to supranational initiatives, actions and policies at the national level, as well as the involvement of civil society. Along with the presentation of basic knowledge, important aspects are also advocated, especially with regard to the organizational forms, principles and methods of management of this type of tourism. Case studies are presented, allowing analysis of policies and organizational forms for the development of sustainable tourism. This determines the interdisciplinary nature of teaching and learning and the expected results that the acquired knowledge will support the study of both other disciplines and disciplines with a narrowly specialized focus. The aim of the course "Sustainable Tourism Development and Policy" is to acquaint students with the necessary knowledge to work in the field of tourism and above all to ensure the sustainability of tourism in the hotel, restaurant, tour operator and agency activities and tourist destinations in compliance with established policies.

Course content:

Features of sustainable development. Macroenvironment and conditions for sustainable development. Restrictions hindering sustainable development. Recommendations for sustainable development. Sustainable development policies. Socio-cultural, environmental, managerial and economic impacts in tourism. Sustainable tourism management tools. Voluntary policy instruments for sustainable tourism. Economic results, investments and competitiveness of tourism enterprises. Growth and diversification in the activity of tourist enterprises. Sustainable development in tourism: experience and marketing after disasters; acquaintance with strategic alternatives. Sustainable development in tourism: forms of responsible tourism. Community intervention in the development of tourism. Sustainable development in tourism: tourism for the poor. Prerequisites for sustainable development in tourism: Concepts for tourist zoning. Good practices for sustainable development and sustainable tourism.

Teaching and assessment:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed on a regular basis, and the results achieved by the set tasks and tests are of serious importance.

SUSTAINABLE TOURISM AND SUSTAINABLE MOBILITY

ECTS credits: 5

Hours per week: 3l+0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Dr. Maria Stankova

Annotation:

The course is focused on clarifying the role of sustainability for the tourism industry, the importance of different participants and their social responsibility. The fact that social, economic, environmental and cultural influences interact in the creation of social value and in the development of tourism products emphasizes the opportunities for partnerships and mobility. The course helps students to be able to identify opportunities for sustainable tourism development by learning about practices and innovative models in relation to sustainability in tourism. The aim of the course is to acquaint students with the necessary knowledge to work in the field of tourism and above all to participate in particularly important processes of achieving sustainability in development. The main tasks that should be solved during the implementation of the curriculum are: Acquisition of knowledge about the paradigm of sustainability in tourism; Acquisition of knowledge about mobility in tourism; Acquisition of knowledge about the relationship between sustainability and social responsibility; Acquisition of knowledge and acquisition of skills in connection with sustainable tourism.

Course content:

Definition of sustainability and measures to achieve sustainable development. Sustainability and economic development. Climate change, green skills and green technologies. Innovations for sustainability in tourism. Sustainable solutions for SMEs in tourism. Sector specifics. Social sustainability and mobility. Planning the processes for achieving sustainability. Integrating local products and services into a common tourist experience and networking. Social sustainability and social impacts. Corporate social responsibility. Practices and business models of sustainable tourism enterprises. Development of sustainable products, services and experiences.

Teaching and assessment:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed on a regular basis, and the results achieved by the set tasks and tests are of serious importance.

CAREER DEVELOPMENT IN TOURISM

ECTS credits: 5**Hours per week:** 31+0s**Form of assessment:** progress assessment and exam**Exam type:** written**Semester:** 2**Methodological guidance:**

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Gergana Angelova / Dr. Ivaylo Ivanov**Annotation:**

Students get acquainted with modern practical approaches and tools for career development in tourism. In the process of training they receive information about the successive steps in the process of professional realization and development. They get acquainted with the approach for identifying the desired professional field, organization, job position and staff. Students acquire knowledge about the specifics of interview preparation, the actual interview and the requirements for business documentation and online correspondence. The aim of the course is for students to

acquire knowledge about the specific areas of professional realization in tourism and skills to identify their professional interests and make the right choice for their future career development..

Course content:

The new paradigm - positioning model, positioning in recreation, parks and tourism, basic steps for personal positioning. Determining career goal and professional field of realization. Proactive behavior in job search. Personal assessment as part of the traditional job search process. The relationship between academic training, professional development, continuing education, volunteering. Creating professional contacts. Professional mentoring. Identification of the professional sphere, the organization, the working position and the personnel. Preparing for the job interview. Vacancy announcement. Professional clothing. Behavior during the interview. The official interview. Strategies and main types of issues. Telephone interview. Subsequent actions. Professional CV and cover letter - structure and details. Portfolio and business cards - structure and types. Business emails and other electronic communications. Netiquette. Professional areas of realization in tourism. Employee profile. Competence, motivation and employee satisfaction. Categorization of employees in the organization according to the Matrix "Competence - Performance".

Teaching and assessment:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed on a regular basis, and the results achieved by the set tasks and tests are of serious importance.

ENTREPRENEURSHIP IN TOURISM

ECTS credits: 5

Hours per week: 2l+1s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Dr. Vyara Kyurova

Annotation:

The lecture course is aimed at revealing the nature, content, management and organization of entrepreneurial business in tourism. Also included are such specific issues as the specifics of entrepreneurial activity in tourism and problems of sustainable tourism business management. The aim of the course is for students to gain in-depth knowledge of the theoretical and practical problems of entrepreneurship in the field of tourism and to get acquainted with the main approaches to its implementation in modern conditions. The main tasks that should be solved in the implementation of the curriculum are: 1. Acquisition of knowledge about the theoretical foundations and the development of economic theory of entrepreneurship. 2. Acquisition of knowledge about the nature and characteristics of entrepreneurship, its role in solving socio-economic problems and the necessary economic conditions and institutional prerequisites for its development. 3. Introduction to the problems and approaches in the organization and management of entrepreneurial business in the field of tourism.

Course content:

Entrepreneurship as a socio-economic phenomenon. Nature, principles, types, distinctive features and functions of entrepreneurship. Entrepreneurship in the system of economic theory. Scientific schools for entrepreneurship. Theoretical concepts of entrepreneurship. Main characteristics of entrepreneurs. Factors for the development of entrepreneurship. Entrepreneurs. Organizational-legal and organizational-economic forms. Entrepreneurship and small business. Socio-economic impact of entrepreneurship and small business in tourism. Features of entrepreneurial activity in tourism, arising from its socio-economic nature and complex nature. Peculiarities of entrepreneurship in tourism, arising from the nature of the tourist product and its life cycle. Peculiarities of entrepreneurship in tourism, arising from the specific nature of the various activities in the tourist service and the products created by them. Resources of entrepreneurial activity in the tourist small business. Entrepreneurship and sustainable tourism business. Management of entrepreneurship and small business in tourism. Business planning and forecasting of entrepreneurial activity in tourism.

Teaching and assessment:

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, through progress assessment, and the results achieved by the set tasks and tests are of great importance.

ACCOUNTING IN TOURISM**ECTS credits:** 5**Hours per week:** 2l+1s**Form of assessment:** progress assessment and exam**Exam type:** written**Semester:** 2**Methodological guidance:**

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Stoyan Tanchev**Annotation:**

The lecture course examines the theoretical foundations and methodological approaches in the registration, processing and preparation of reporting information by the tourist enterprise and its presentation in the financial statements. Seminars and practical classes cover the individual thematic units, decomposed into tasks, subtasks and cases. The main emphasis is placed on the need for good knowledge and understanding of the internal logic, structure and content of the individual elements of the annual financial statements, on a comprehensive acquaintance with the mechanisms of impact of business operations on the reporting elements. This would allow future economists in the field of sustainable tourism to use in their professional activity structured reporting information, the origin of which they can control and assess independently for reliability. The aim of the course is for students to acquire basic knowledge and practical skills for the use of accounting information from ongoing processes, to freely apply accounting methods, to know the elements of the annual financial statements.

Course content:

Introduction to accounting. Accounting information. Object and subject of accounting. Purpose and functions of accounting. Satisfying the needs for reporting information about the property and

financial condition of the enterprise and the need to prepare financial statements. Elements of the annual financial statement. Accounting regulations. Accounting principles and documentation. Types of documents. Details of the documents. Main categories - enterprise, benefit, resource, financial condition efficiency. Subject and object of accounting. Assets. Definition. Characteristics of assets. Classification of assets. Structuring the assets in the balance sheet. Sources (equity and liabilities). Nature and characteristics of the sources. Classification of sources. Structuring the sources in the balance sheet. Nature, structure and content of the balance sheet. Balance sheet method. Business operation. Nature of the business operation. Effects of the business operation. Change in assets and sources in carrying out a business operation - models. Bilateral and unilateral accounting. Reflecting the effects of the business operation in the balance sheet. Revenues and expenses. Nature of income and expenses. Models for reporting income and expenses in the balance sheet. Information limitation in recording income and expenses in the balance sheet and the need to prepare a statement of income and expenses (income statement). Structure and content of the income statement (ODA). Basic rules for recording income and expenses in ODA. Reflection of the effects of the business operation in the balance sheet and ODA. Functional connection of ODA with the balance sheet. Financial assets. Nature of cash. Management of the company's liquidity and the need to prepare a cash flow statement (CAP). Characteristics of OPP. Structure and content of the OPP. Basic rules for recording cash receipts and cash payments in the cash flow statement. Functional connection of the OPP with the balance sheet. Joint reflection of the effects of business operations in the balance sheet, ODA and OPP. Hierarchy and relationships between the three reporting elements. Financial Account. Operational management and the need for operational accountability. Accounting as a tool for current processing of information on business operations. Elements of the accounting account. Classification of accounting accounts - active, passive and mixed accounts. Reflecting the effects of the business operation on the accounts. Interaction of accounting accounts. Main book. Chart of accounts and verification of the accuracy of entries in the accounts. National and individual chart of accounts. Synthetic and analytical accounts. Verification of the accuracy of the reported business operations. Turnover statement. Control numbers. Current reporting and periodic, annual accounting closing. Relation of the turnover statement with the elements of the financial statement. Accounting article. Nature and purpose of the accounting item. Types of accounting items - simple, combined, complex, reversible. Reporting of depreciable assets. Characteristics and classification of fixed assets. Asset valuations. Valuation of fixed assets at initial recognition. Acquisition cost calculation. Factors for determining the depreciable assets - materiality threshold and useful life. Depreciation of depreciable assets. Nature of depreciation. Economic and regulatory constraints in determining the amount of depreciation. Dual nature of depreciation. Depreciation and determination of the carrying amount of depreciable assets. Depreciation methods - linear and non-linear. Amortization schedule. Inventory accounting. Determining the delivery value and valuation of inventories at initial recognition. Methods for writing off inventories - "delivery price", "first entry - first exit price", "weighted average price". Reporting of expenses and income and determination of the financial result. Features of closing the accounts. Balance sheets and income (expenditure) accounts. Reporting and closing the accounts for expenses by economic elements. Reporting and closing of income accounts. Reporting and closing of accounts for financial and extraordinary expenses and revenues. Determining and reporting the current accounting financial result. Inventory of assets, receivables and payables. Nature and purpose of the inventory. Organization of the inventory. Documenting the results of the inventory.

Forms of accounting. Purpose and features of the forms of accounting - simplified, memorial-order and journal-order system.

Teaching and assessment:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed on a regular basis, and the results achieved by the set tasks and tests are of serious importance.

MANAGEMENT OF TOURISM AND TOURIST DESTINATIONS

ECTS credits: 6

Hours per week: 4l+0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Dr. Maria Stankova

Annotation:

The course is focused on clarifying the specifics of the tourism industry, the nature, formation and movement of tourist flows worldwide and their geographical orientation. It aims primarily to acquaint tourism students with the origins and development of the tourism industry, as well as current trends in the international tourism market and tourist destinations. The fact that travel has penetrated deep into everyday life and affects both directly and indirectly the behavior of people makes the discipline relevant. Knowledge of the spatial orientation of tourist movements, the role of countries developing tourism and the processes taking place in the international tourism market is important for the accumulation of knowledge and the formation of professional skills of great importance for the future realization of students. The aim of the course is to acquaint students with the necessary knowledge to work in the field of tourism and above all to participate in particularly important processes of planning and management of tourist destinations.

Course content:

Specifics of the tourism industry. Defining the tourism industry. Introduction to tourism management. System of strategic management of tourism, subjects and objects of management. Stages of the strategic management process. Legal framework and regulatory framework of tourism. Legal principles of state regulation. Tourism law. Functions of the state bodies for tourism management. Institutional structures and subjects of tourism management. Business management of tourism. International tourist organizations. Features of the international tourist market. Features of the domestic tourist market. Management of sustainable tourism development. Basic guidelines for the management of sustainable tourism development. Strategies for sustainable tourism development. General indicators specific indicators. General characteristics of tourist destinations. Territorial localization of tourist destinations. Management approaches to tourist destinations. Regional aspects of tourist destination management. Regional features of the Europe region. Regional features of the North and South America region. Regional features of the Africa region. Regional features of the Middle East region. Regional features of the Asia, Australia and Oceania region.

Teaching and assessment:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed on a regular basis, and the results achieved by the set tasks and tests are of serious importance.

BUSINESS ENGLISH – PART I

ECTS credits: 6

Hours per week: 0l+4s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assist. Prof. Dr. Vesela Ivanova

Annotation:

The course in Business English, the first covers the second year of study of students in the educational qualification degree Bachelor's degree in "Sustainable Tourism". Business English training Part I introduces foreign language training for special business purposes. The basics of the business language, the specifics of business telephone conversations, official meetings, etc. are studied. There are also four types of competencies - reading, listening, speaking and writing, and very serious attention is paid to improving the ability of students to produce texts. During the course, specific communication skills are acquired in a business environment, paying serious attention to the role of communication in the work of the economist. The aim is that at the end of the two courses the students will be acquainted with a huge part of the communicative situations that their future work could offer them. Their creativity in creating advertising materials, brochures, leaflets and offers is stimulated and everyone's project is subjected to critical analysis by his colleagues. The practical course in business English, first part takes place in several areas - learning new vocabulary in each lesson, enriching the already accumulated vocabulary, learning syntactic constructions and practicing texts from everyday topics (situational English) practical topics. In this way, productive language skills are practiced, pronunciation is practiced and translated from and into English. Discussions on current topics are provided, for which students present staged dialogues. The vocabulary covers 500-800 new words.

Course content:

An Introduction to Travel and Tourism Categories of tourism Aspects of tourism. Management. What is management? Tourism Organisations, Promotion and Marketing. Types of Transport. Accommodation. Hotel Staff. Summary.

Teaching and assessment:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed on a regular basis, and the results achieved by the set tasks and tests are of serious importance.

BUSINESS GERMAN – PART II

ECTS credits: 6

Hours per week: 0l+4s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Senior Lecturer Dr. Olga Kostadinova

Annotation:

Business German language training Part I introduces foreign language training for special business purposes. The basics of the business language, the specifics of business telephone conversations, official meetings, etc. are studied. All four types of competencies are represented - reading, listening, speaking and writing, with very serious attention paid to improving students' ability to produce texts. During the course, specific communication skills are acquired in a business environment, paying serious attention to the role of communication in the work of the economist. The aim is that at the end of the two courses the students will be acquainted with a huge part of the communicative situations that their future work could offer them. Their creativity in creating advertising materials, brochures, leaflets and offers is stimulated and everyone's project is subjected to critical analysis by his colleagues. The practical course in business German, first part takes place in several areas - learning new vocabulary in each lesson, enriching the already accumulated vocabulary, learning syntactic constructions and practicing texts from everyday topics (situational German) practical topics. In this way, productive language skills are practiced, pronunciation is practiced and translated from and into German. Discussions on current topics are provided, for which students present staged dialogues. The vocabulary covers 500-800 new words.

Course content:

Ein paar Werbetexte. Kontaktaufnahme. Erste Kontakte. Der Einladungsbrief. An der Rezeption. Auf dem Flughafen. Gespräch mit dem Direktor. Vor dem Gespräch mit dem Direktor. Beim Handelsdirektor I. Beim handelsdirektor II. Der Abflug. Vor dem Abflug. Das Abendessen. Die Anfrage. Das Angebot. Der Anruf. Das Rückschreiben. Die Auftragbestätigung. Festlegen eines Termins. Der Vertragsentwurf I. Der Vertragsentwurf II. Beginn der Verhandlungen. Bei den Verhandlungen I. Eine Firma stellt sich vor. Bestimmung der Zahlungsbedingungen. Verpackung und Transport I. Verpackung und Transport II. Lieferbedingungen. Lieferfrist. Die Abschlussbestimmungen.

Teaching and assessment:

Students' training includes their active participation in seminars, as well as continuous preparation, ongoing presentations, written projects, monitoring and control. The control is realized in a special form as a set of individual tasks and requirements for participation in the learning process, two assessments during the semester on the studied material, which represent 30% of the total grade of the final exam.

BUSINESS RUSSIAN – PART I

ECTS credits: 6

Hours per week: 0l+4s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Chf. Assist. Prof. Dr. Sonia Hristova

Annotation:

The training in Business Russian - Part I marks the beginning of specialized foreign language training, which aims to use the language in professional activities. In view of the realization of the students in the field of tourism and business communications, the course is focused on mastering the business protocol, Russian speech etiquette and professional terminology. The ability for oral speech communication in various socially-determined situations is developed, stable phrasal stereotypes are developed, habits for orientation in communication with the native speakers of Russian as representatives of another culture are formed. The language competence in structural and functional aspect is deepened, strategies for solving communicative problems in the field of business and tourism are mastered. The construction of all components of the communicative competence continues: - language competence in structural / knowledge of the phonetic features, vocabulary and grammar of the Russian language / and functional / use of the Russian language in accordance with the communicative needs of the students / aspect; - socio-cultural competence / knowledge and skills for orientation in the socio-cultural context /; - strategic competence / mastering strategies for solving communication problems as a result of lack of knowledge or skills /. The four types of speech skills are developed: speaking, listening comprehension, reading and writing. The phonetic-intonational, lexical and grammatical aspects of the language are presented simultaneously. The new information is presented in a complex way / vocabulary and grammar, syntax and morphology are combined /, concentrically / attention is paid to the semantic side of the studied units / and contrastively / it is compared with the system of the Bulgarian language and correlates with the real communication situations /. Strong and flexible associations are created between the language means and the content of the speech, so that the student can freely express his thoughts and understand a foreign speech in Russian. It enriches the active and passive vocabulary of students, built through the Russian language course in the first and second semesters, which allows them to recognize and reproduce unknown lexical items based on knowledge of word formation patterns, international vocabulary and context. Along with the mastery of individual words, linguistic means for expressing certain communicative intentions are mastered. The vocabulary is presented on a thematic and systematic principle, and the topics are selected so as to contribute not only to the language, but also to the general cultural and professional preparation of the students.

Course content:

Современный этикет. Деловая этика. Порядок представлений и знакомств. Знакомство с посредником и без посредника. Обращение и привлечение внимания. Приветствие и выражения, употребляющиеся вслед за приветствием. Ответы на осведомление о жизни, здоровье, делах. Выражения, употребляющиеся при неожиданной и ожидаемой встрече, приходе и т.д. Визитная карточка. Имидж делового человека. Подготовка к переговорам. Проведение переговоров. Национальные особенности ведения переговоров. Деловая беседа по телефону. Техника телефонных переговоров. Этические нормы телефонного разговора. Телефакс. Электронная почта. Деловое письмо. Типы деловых писем. Сотрудничество с иностранными партнерами. Приглашение, просьба, совет и предложение. Образцы приглашений на официальные мероприятия. Согласие и отказ в ответ на просьбу и приглашение. Согласие и несогласие с мнением собеседника. Извинение. Регистрация. Программа пребывания. Деловой этикет и коммерческая тайна. Защита деловой информации. Защита интеллектуальной собственности. Информация о

клиентах и конкурентах. Личное резюме. Собеседование при приеме на работу. Умение держать себя в обществе. Внешний вид и привычки. Этикет на официальных мероприятиях. Виды приемов и поведение на них. Сервировка стола. Рассадка гостей за столом. Рассадка по автомашинам.

Условни конструкции. Устные виды делового общения: монологические – приветственная речь, торговая речь /реклама/, информационная речь, доклад; диалогические – деловой разговор /кратковременный контакт/, деловая беседа /продолжительный обмен сведениями/, переговоры, интервью, дискуссия, совещание, прессконференция, контактный деловой разговор, телефонный разговор. Этические нормы в профессиональной деятельности. Правила поведения при конфликтной ситуации и способы разрешения конфликтов. Compliments в деловом общении. Публичные выступления. Ораторские приемы. Improvisation. Особенности официальноделового стиля. Язык служебных документов. Стандартизация деловой речи. Переписка как вид делового общения. Виды служебных документов. Право подписи. Согласование и визирование. Содержание и оформление деловых документов. Синтаксические конструкции, используемые для изложения мотивов, объяснения причин для принятия тех или иных действий. Родительный падеж в описании человеческих качеств. Пассивные конструкции. Профессиональная карьера. Структура резюме. Способы расположения информации. Персональные данные. Наименование позиции / вакансии/. Сведения об образовании и имеющемся опыте работы. Дополнительная информация. Причастия и деепричастия в деловом руси език.

Служебная библиотека. „Профильная” литература. Электронные версии периодики. Записные книжки, деловые календари, ежедневники. Характерна за интернет пространството лексика и синтактични конструкции.

Teaching and assessment:

Students' training includes their active participation in seminars, as well as continuous preparation, ongoing presentations, written projects, monitoring and control. The control is realized in a special form as a set of individual tasks and requirements for participation in the learning process, two assessments during the semester on the studied material, which represent 30% of the total grade of the final exam.

TOURISM MARKETING

ECTS credits: 4

Hours per week: 3l+0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Teodora Kiryakova

Annotation:

The need to study the discipline "Tourism Marketing" is determined by the role of marketing as a key function of sustainable management. The main place in the lecture course is given to the place

and application of marketing in the practice of tourism. The curriculum includes topics that address both classical theoretical formulations and some more specific specific formulations of the theory of sustainable development marketing. An important place is given to the nature and content of marketing concepts and marketing environment, functions, goals of marketing, as well as the characteristics of their subtypes. Marketing strategies, tactics and programs are considered sequentially. Emphasis is placed on marketing methods for analysis, creation and operation of CIS, market segmentation, selection of target markets and positioning of the tourism product. The aim of the course is to acquaint students with the basics of marketing by presenting them through the prism of marketing in sustainable tourism.

Course content:

Origin, essence, development of marketing. Philosophical concepts of management through marketing and sustainable management. Characteristics of service management in the hospitality industry. Trends in the development of marketing in tourism. Marketing concepts for managing services in hospitality, travel and leisure. Marketing macro and micro environment in the hotel, restaurant and tour operator activities. Features of the internal marketing environment in the hotel, restaurant and tour operator activities. Nature and features of the marketing mix in tourism. Marketing research in tourism. Parameters of marketing in sustainable tourism. Marketing principles and methods of marketing activity. Marketing strategies, tactics and programs. Life cycle of the tourism product. Types of products in hospitality. Compilation of a marketing program according to the life cycle of the tourist product. Segmentation in tourism. Organized and individual tourists. Segmentation of the tourist market, selection of target markets and positioning of the tourist product. Nature of consumer behavior in tourism. Types of consumer behavior. Creation and functioning of a marketing information system. Strategies for achieving a competitive advantage in tourism. Types of prices in hospitality. Factors influencing pricing. Pyramid of strategic pricing. Marketing and relationship management. Relationship marketing tools. Aspects in the marketing of relationships in tourism. Loyal customer programs. Marketing and artificial intelligence in tourism. Trends in tourism marketing. Sustainable marketing.

Teaching and assessment:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed on a regular basis, and the results achieved by the set tasks and tests are of serious importance.

ECOLOGY AND RESPONSIBLE TOURISM

ECTS credits: 5

Hours per week: 3l+1s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Chf. Assist. Prof. Dr. Sophia Mirchova

Annotation:

The course is focused on revising the concept of the nature of tourism and discovering new dimensions for its diverse social impact. The urgency of the issue is determined by the growing importance of sustainable development as a way for complex change in socio - economic life. The

lecture course follows the theoretical statements needed to clarify the specifics of responsible tourism and its practical manifestation. The course is focused on clarifying the specifics of responsible tourism as a new form, an alternative to mass travel. The aim of the course is primarily for students to master the necessary knowledge to organize ecological trips and maintain the ecological potential of tourist destinations, both around the world and in Bulgaria.

Course content:

Introduction. Ecology as a science. The essence of nature management in tourism. Rational use of nature - criteria and factors. Irrational use of nature. Negative consequences for nature from tourism. Ecological tourism as a new approach in tourist nature management. Prerequisites for the development of ecological tourism in Bulgaria. History of the Bulgarian nature protection legislation. International initiatives and projects for protection of the Bulgarian natural wealth. Creation and management of protected areas. Public information, education and trekking in the field of biodiversity. Interpretive programs for visitors to natural sites and protected areas. Territories for ecological tourism in Bulgaria. National parks. Nature parks. Reserves. Protected areas. Natural landmarks and other natural areas favorable for ecological tourism. Regulation of the anthropogenic load on the recreational territories. Anthropogenic landscapes. Introduction of environmentally friendly forms of tourism. Eco paths. Educational ecological tourism.

Teaching and assessment:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed on a regular basis, and the results achieved by the set tasks and tests are of serious importance.

STATISTICS IN TOURISM

ECTS credits: 5

Hours per week: 2l+1s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Dr. Vyara Kyurova

Annotation:

The lecture course examines statistical methods and reveals their nature and their specific application in economic practice. The aim of the course is to acquaint students with the basic knowledge of statistics and their practical application in the statistical study of economic phenomena and processes. The main tasks to be solved in the implementation of the curriculum are: 1. Acquisition of knowledge about the nature of statistics as a method of scientific knowledge and the peculiarities of the statistical / aggregate / approach in the study of phenomena and processes with mass manifestation. 2. Acquisition of knowledge and practical skills for organizing and conducting statistical studies. 3. Getting acquainted with the basic statistical methods and the possibilities for their application in various fields and obtaining data and information for analyzes, forecasts and decision-making with a higher degree of adequacy regarding the management of state institutions and business environments. The expected results are to create skills for practical

application of the acquired techniques and methodology, which is the basis of a number of economic activities requiring analysis and interpretation.

Course content:

Statistics as a science and practice. Subject, method and functions of statistics. Basic statistical concepts. Statistical population - nature and types of statistical aggregates. Statistical unit. Definition. Types of units. Statistical sign. Definition and types of signs. Statistical data - nature and stage of their receipt. Summarizing statistical characteristics. Measurement and measuring scales. Statistical study - essence, object of statistical study. Program and plan of statistical study. Types of statistical studies. Phases (stages) of statistical study. Statistical observation - essence, tasks and forms of statistical observation. Plan and organization of statistical observation. Errors in statistical observation. Statistical grouping and summary. Nature, cognitive significance and stages of the statistical grouping and summary. Types of statistical groupings. Statistical grouping technique. Statistical analysis. Nature of statistical analysis. Tasks of statistical analysis. Types of statistical analysis. Statistical rows. Definition and elements. Types of statistical series. Statistical tables. Nature and elements of statistical tables. Types of statistical tables. Graphic statistical images. Nature and cognitive capabilities of graphic statistical images. Elements of graphical statistical images. Types of graphical statistical images. Application of graphical statistical images. Statistical values. Nature of statistical quantities. Types of statistical quantities. Absolute statistical quantities - nature, types. Relative statistical quantities - nature and types. Average values - nature and types. Mean values of variation statistical series. Algebraic means of variation series. Arithmetic mean. Nature, properties, calculation. Calculation of arithmetic mean of data of territorial and category statistical series. Non-algebraic (positional) averages - nature and types. Median. Calculation of the median for discrete and interval variation series. Quartiles, deciles and centiles. Mode - essence, calculation for ungrouped data, from discrete variation rows and from interval rows. Ratio between arithmetic mean, mode and median. Statistical scattering. General characteristics and cognitive significance. Methods for measuring statistical scattering. - rank, arithmetic mean deviation, standard deviation, variance. Mean square deviation and variance of alternative category characteristics. Quarter deviation (Bowley method) Mean difference. Empirical relationship between absolute measures of statistical scattering. Moments, asymmetry and excess. Nature of the moments of distribution. Types of moments of distribution. Nature and calculation of asymmetry and excess. Representative (sample) statistical study. General characteristics and advantages of the representative statistical study. Tasks of representative study. Requirements for the formation of the sample. Types of selection and types of samples. Statistical evaluation. Determining the size of the average error and the maximum error of the estimate. Determining the confidence interval. Sample volume planning. Areas of application of representative studies. Statistical study of dependencies. Nature and types of dependencies. Dispersion analysis - general characteristics. One-way analysis of variance. Regression analysis - nature, types. Statistical study of the form of correlation dependence. Correlation analysis - nature, types. Methods for measuring the tightness of correlations. Statistical study of development. Cognitive essence. Development analysis methods. Descriptive indicators for characterizing development. Statistical characterization of general development.

Teaching and assessment:

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students.

The knowledge, skills and competence in the implementation of the progress assessment and the results achieved by the set tasks and tests are of great importance.

LEGAL NORMS IN TOURISM

ECTS credit

Hours per week: 2l+ 1s

Form of assessment: progress assessment and exam

Type of exam: written

Semester: 3

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Chf. Assist. Prof. Dr. Vladislav Krastev

Annotation:

The curriculum is in accordance with the similar basic requirements of European and national universities for students studying specialties, which premise legal knowledge as a necessary condition for their successful preparation and future practical work. The lecture course examines the basic principles of law, legal concepts and current legislation in the field of tourism. Theoretical knowledge is combined with specific practical cases. The seminars and practical classes help to develop skills for personal handling of the terminology of law, as well as the development of individual practical skills and habits in the interpretation of legal norms and work with regulations in the field of tourism. The aim of the course is for students to acquire basic knowledge and practical skills in the material taught. The main tasks that should be solved during the implementation of the curriculum are: 1. Acquisition of knowledge about the essence of legal science, the system and structure of law, the types of legal acts (national, European and international). 2. Acquisition of knowledge about the correct interpretation of legal norms and their correct use in practice.

Course content:

The concept of law. Sources of law. Legal norm. Types. Interpretation of a legal norm. Legal acts. Types. International and European legal regulations in the field of tourism. Subjects of law. Legal personality. Legal facts and factual compositions. Legal relations in the field of tourism. Contracts in international tourism. Representation. Legal responsibility. Merchant within the meaning of commercial law. Legislative, executive and judicial power of the Republic of Bulgaria. Lawmaking and law enforcement. Ministry of Tourism. Structure and competence. Categorization and certification of tourist sites. National Tourist Register. Tour operators and travel agents. Protected Areas. Concessions. Concession agreement.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed on a regular basis, and the results achieved by the set tasks and tests are of serious importance.

HEALTH TOURISM

ECTS credits: 4

Hours per week 21 + 0s

Form of assessment: progress assessment and exam

Type of exam: written

Semester: 3

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Chf. Assist. Prof. Dr. Lubomira Pinelova

Annotation:

The course aims to present to students basic knowledge in the field of travel related to improving health through prevention, treatment and rehabilitation after illness. It includes all aspects of health - physical and mental. The issues of the difference between health and wellness, the concept of treatment and prevention, the scope of health tourism as a broad concept including medical tourism, management, marketing and advertising, as well as insurance and accreditation of health facilities offering services in the field of medical tourism. The training material covers the most popular destinations for health / medical tourism, their benefits and risks posed by globalization in healthcare, as well as mainly interventions related to improving the health of the individual. The course is interesting in the training of specialists with education in the field of tourism, focused on specialization in this field, which provides a bridge between tourism and health services. The aim of the course is to acquire basic knowledge about the nature and importance of health and medical tourism.

Course content:

Health tourism - essence, meaning and features. New concepts in the field of health protection. Health tourism - classification depending on the priority goal of the trip. Features of health, medical and wellness tourism. Medical tourism, health tourism. Basic characteristics, procedures and interventions. Health tourism market. Trends in the demand and supply of medical services. Prerequisites for the development of medical and health tourism. Promotion of health tourism - advantages. Management and marketing of health and wellness tourism. Health, disease, wellness. Types of wellness. Organization and management of wellness vacation. Quality and safety of medical tourism. Legislation for the development of medical and health tourism. International accreditation and certification. Health insurance and portable insurance in the field of medical tourism. Marketing and advertising in health and medical tourism. Patient protection. Cosmetic tourism - criteria for selection of destinations, manipulations, regulations for client protection.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed on a regular basis, and the results achieved by the set tasks and tests are of serious importance.

WINE AND FOOD TOURISM

ECTS credits: 4

Hours per week 21 + 0s

Form of assessment: progress assessment and exam

Type of exam: written

Semester: 3

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Ilinka Terziyska

Annotation:

The course aims to acquaint students with the main characteristics of wine tourism. The main world destinations and good practices are considered. Attention is paid to the opportunities for development of this type of tourism in Bulgaria, taking into account both local resources and global trends in supply and demand. The course should acquaint students with the characteristics of wine and food tourism and the resources that Bulgaria has for the development of these types of tourism. Students who successfully complete this course will: be familiar with the peculiarities of wine and food tourism; have basic knowledge of the types of wines, as well as the typical local grape varieties in Bulgaria; know the latest trends in the supply and demand of these types of tourism; are able to take into account the specifics of consumer behavior.

Course content:

Definition, history and latest trends in wine tourism. Wine production as cultural heritage. Main types of wines. Local grape varieties in Bulgaria. World destinations for wine tourism. Viticulture and wine regions in Bulgaria. Wine tasting - basic principles. Wine tours - classification and trends. Typology of wine tourists. Food tourism - definition, forms. World destinations for food tourism. Traditional cuisine as a cultural heritage. Local cuisine in Bulgaria (by region). Typology of food tourists.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed on a regular basis, and the results achieved by the set tasks and tests are of serious importance.

INNOVATIONS FOR SUSTAINABLE TOURISM

ECTS credits: 6

Hours per week 41 + 0s

Form of assessment: progress assessment and exam

Type of exam: written

Semester: 4

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Gergana Angelova

Annotation:

The lecture course examines the essence of innovation, dictated by the application of the concept of sustainable development and sustainable tourism, as well as methods for generating innovative ideas, their selection and their concrete implementation in the form of different types of innovation in sustainable tourism: product, technological, organizational, social, innovations for interaction with the market. The techniques for generating innovative ideas are presented with illustrative practical examples. The specific activities for planning, organization, motivation and control of the innovation activity in the tourist companies, as well as the activities for innovation risk management are also presented. "Innovation for sustainable tourism" is a discipline that should acquaint students of specialty "Sustainable Tourism" with the specifics of the processes of

innovation in the tourism industry, subject of the concept of sustainable development and sustainable tourism.

Course content:

Nature and features of innovations in tourism. The difference between invention and innovation. The application of the concept of sustainable development in innovation. Typology of innovations in tourism and innovations for sustainable tourism. Innovation processes: linear and cyclic innovation processes. Generalized structure of innovation processes. Vision, mission and policy for sustainable development. Innovation strategy. Types of innovation strategies in sustainable tourism. Creative thinking and generating innovative ideas: The role of unlocking factors in techniques for generating innovative ideas. Techniques for generating innovative ideas: the use of questions and metaphors. Techniques for generating innovative ideas: technique of free associations and SCAMPER technique. Techniques for generating innovative ideas: decision tree and matrix approach. Techniques for generating innovative ideas: using directories and additional search for related information. Methods for selection of the most appropriate innovation ideas, Complex index for innovation suitability. Planning of the activity for realization of the innovations. GANT and PERT flow diagrams. Organization of the activity for realization of the innovations: Recruitment and selection of the necessary experts and employees. Formation and management of innovation implementation teams. Control and monitoring of the activity for realization of the innovations and the innovation projects. Nature and features of innovation risk. Types of uncertainty in innovation activity and manifestation of innovation risk. Strategies, tactics and specific actions for managing (minimizing and avoiding) innovation risk.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed on a regular basis, and the results achieved by the set tasks and tests are of serious importance.

HOTEL AND RESTAURANT BUSINESS

ECTS credits: 4

Hours per week 2l + 1s

Form of assessment: progress assessment and exam

Type of exam: written

Semester: 4

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Chf. Assist. Prof. Dr. Lubomira Pinelova

Annotation:

Hotel and restaurant business is a key element of the tourism industry. The dynamic development of tourism in our country and worldwide is strongly linked to their development. It is impossible to imagine modern tourism without hotels and restaurants. Through them the tourist resources are valorized and included in the tourist offer. Hotels and restaurants are no longer just providing accommodation and food. They concentrate in themselves more and more tourist activities, as well as an increasing part of the income in tourism. Thus, the hotel and restaurant industry are becoming more widespread concepts and are increasingly becoming the "backbone" of the tourism industry. The aim of the course is to acquaint students and give them basic knowledge about

various aspects of hotel and restaurant business. The main tasks that should be solved during the implementation of the curriculum are: 1. Acquisition of knowledge about the duties and responsibilities of the staff in the hotel and restaurant establishments as main executors of this activity. 2. Acquisition of knowledge and practical skills for technological processes in the hotel and restaurant. 3. Introduction to modern requirements for quality and safety in food and tourism.

Course content:

Nature and significance of the hotel industry. Nature and significance of the restaurant industry. Typing and categorization of accommodation and catering and entertainment establishments. Hotel and restaurant chains. Nature of hotel and restaurant service. Basic and additional services in the hotel and restaurant industry. Technology and organization of hotel services. Technology and organization of restaurant service. Technology and organization of maid service. Types of costs in hotels and restaurants. Income and profit in hotels and restaurants. Management in the hotel and restaurant industry. Marketing in the hotel and restaurant industry.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed on a regular basis, and the results achieved by the set tasks and tests are of serious importance.

BUSINESS ENGLISH – PART II

ECTS credits: 6

Hours per week: 0l + 4s

Form of assessment: progress assessment and exam

Type of exam: written

Semester: 4

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Assist. Prof. Dr. Vesela Ivanova

Annotation:

The Business English course covers the second year of studies for the students in the educational qualification degree Bachelor of the specialty "Sustainable Tourism". Business English Second Part training, introduces foreign language training for special business purposes. The basics of the business language, the specifics of business telephone conversations, official meetings, etc are studied. There are also four types of competencies - reading, listening, speaking and writing, and very serious attention is paid to improving the ability of students to produce texts. During the course, specific communication skills are acquired in a business environment, paying serious attention to the role of communication in the work of the economist. The aim is that at the end of the two courses the students will be acquainted with a huge part of the communicative situations that their future work could offer them. Their creativity in creating advertising materials, brochures, leaflets and offers is stimulated and everyone's project is subjected to critical analysis by his colleagues. The practical course in business English, II part takes place in several areas - learning new vocabulary in each lesson, enriching the already accumulated vocabulary, learning syntactic constructions and practicing texts from everyday topics (situational English) practical topics. In this way, productive language skills are practiced, pronunciation is practiced and

translated from and into English. Discussions on current topics are provided, for which students present staged dialogues. The vocabulary covers 500-800 new words.

Course content:

Planning and Booking a Holiday. Ecotourism. Winter tourism. The business cycle. Market structure and competition. Business or pleasure? Summary.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed on a regular basis, and the results achieved by the set tasks and tests are of serious importance.

BUSINESS GERMAN – PART II

ECTS credits: 6

Hours per week: 01 + 4s

Form of assessment: progress assessment and exam

Type of exam: written

Semester: 4

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Senior Lecturer Dr. Olga Kostadinova

Annotation:

The course in Business German covers the second year of training of students in the educational qualification degree Bachelor of the specialty "Sustainable Tourism". Business German second part training, introduces foreign language training for special business purposes. The basics of the business language, the specifics of business telephone conversations, official meetings, etc are studied. All four types of competencies are covered - reading, listening, speaking and writing, with very serious attention paid to improving students' ability to produce texts. During the course, specific communication skills are acquired in a business environment, paying serious attention to the role of communication in the work of the economist. The practical course in business German, second part takes place in several areas - learning new vocabulary in each lesson, enriching the already accumulated vocabulary, learning syntactic constructions and practicing texts from everyday topics (situational German) practical topics. In this way, productive language skills are practiced, pronunciation is practiced and translated from and into German. Discussions on current topics are provided, for which students present staged dialogues.

Course content:

Einführung ins Fach. Ziele und Aufgaben des Faches. Business und Businesskommunikation. Definition, Bedeutung des Begriffs. Unterschiede in der Bedeutung im Bulgarischen, Deutschen und Englischen. Wirtschaftsbeziehungen zwischen Bulgarien und den deutschsprachigen Ländern – historischer Überblick, gegenwärtiger Stand, Perspektiven der Entwicklung, Zusammenarbeit in der Europäischen Union. Kleines Lexikon: Geschäftssprache und Geschäftsstrategien. Interkulturelle Kompetenz. Geschäftsetikette in Deutschland, Österreich und der Schweiz. Marktformen und Marktentwicklung. Unternehmenstypen. Geschäftspartner, Geschäftskommunikation – Sprache, nichtverbale Kommunikationsmittel, Gesprächsthemen. Verhandlungen führen. Schriftverkehr – Protokolle führen, Briefe und E-Mails schreiben, Angebote erstellen, Lieferungen bestellen, Absagen, Reklamationen. Sicherheitsmaßnahmen

Richtig und erfolgreich telefonieren. Kontakte. Treffen. Geschäftsessen und Rahmenprogramm organisieren. Produktpolitik. Entwicklung von neuen Produkten. Portfolio ausarbeiten. Außenhandel. Messen – Vorbereitung, Besuch, Präsentation, neue Kontakte knüpfen. Distributionwege. Einrichtung und Ausstattung einer Büro. Arbeitskleidung. Erfolgreiche Karriere im Business. Die Rolle des Dolmetschers/ Übersetzers im Business-Bereich.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed on a regular basis, and the results achieved by the set tasks and tests are of serious importance.

BUSINESS RUSSIAN – PART II

ECTS credits: 6

Hours per week: 01 + 4s

Form of assessment: current control and exam

Type of exam: written

Semester: 4

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Chf. Assist. Prof. Dr. Sonia Hristova

Annotation:

The training in Business Russian – second part is a natural continuation of the specialized foreign language training realized within the first part of the course. In view of the realization of the students in the field of tourism and business communications, the course is focused on mastering the business protocol, Russian speech etiquette and professional terminology. The ability for oral speech communication in various socially-determined situations is developed, stable phrasal stereotypes are developed, habits for orientation in communication with the native speakers of Russian as representatives of another culture are formed. The language competence in structural and functional aspect is deepened, strategies for solving communicative problems in the field of business and tourism are mastered. The development of professional skills and habits in communicating in Russian in the service of all areas of the tourism industry, as the main goal of the course in Business Russian, is carried out thematically in simulated situations, resembling a real business environment. For this purpose, multimedia products, videos, authentic information sources and the opportunities offered by the Internet for up-to-date real-time communication are actively used.

Course content:

Terminology. Tourism as one of the most significant and dynamic segments in the world industry. Types of tourism. Travel agencies and networks. Useful programs. Information for customers and competitors. Types of transport. Airlines. Registration, tickets. Airports. Cars for rent. Travel sites, preparation, advertising and distribution. Video materials. Tourist catalogs, brochures, flyers. Protection of business information and intellectual property. Information for customers and competitors. Terms and concepts accepted in modern international tourism. Abbreviations. Classification of accommodation. Hotel categories. Reservation of hotel services, negotiation of conditions - speech samples. Restaurants. Staff. Accommodation of guests at the table. Menu and

serving - translation and speech formulas. Entertainment establishments. The profession of administrator / receptionist in a hotel. Customer service - dialogues. Reception and accommodation of guests. Room preparation - customer requirements and presentation of services in Russian. Forming the documents. The profession guide. Professional requirements. Accompanying tourists on hikes, excursions, bus tours, cruises. Architectural and historical monuments. Vocabulary of art and history type. Political and economic vocabulary. The wonders of nature. Banks and services. Activity. Insurance institutions. Terminology and communication situations. Features of the formal business style. Russian language in official documents. Standardization of business speech. Correspondence as a type of business communication. Types of official documents. Signature. Content and layout of business documents. Syntactic constructions used to state motives, explanations, reasons for taking one or another action. Characteristics: official, recommendation, attestation. Complex and concise description of a collaborator. Genitive case in describing human qualities. Passive constructions. Professional career. Curriculum vitae structure / CV. Ways of storing information. Personal data. Name of the position. Information on education and professional experience. Additional information. Participles and verbal adverb in business Russian. Needs of the tourism industry. Communication on the Internet. Global reservation systems. Vocabulary and syntactic constructions characteristic of the Internet space.

Training and assessment technology:

The training in the discipline combines traditional methods and the newer techniques for teaching a foreign language. During the seminars a special place is taken by the exercises for the development of dialogic and monologue speech. Writing habits and skills are built through dictations, stories and retellings in writing. Listening (listening with reproduction) and analytical (explanatory) reading occupy a wide place. Pronunciation habits are developed by listening to original recordings and special exercises with typical phonetic difficulties. The assessment of students' knowledge is based on several components. The final grade is formed comprehensively by: exam during sessions, current control, student activity during the seminars; independent work of specific tasks on topics set by the professor and selected on the basis of the educational content of the discipline.

CRISIS MANAGEMENT IN TOURISM

ECTS credits: 6

Hours per week: 4l + 0s

Form of assessment: progress assessment and exam

Type of exam: written

Semester: 4

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Dr. Maria Stankova

Annotation:

The lecture course examines the nature of the risks manifested in the tourism industry and the risks arising as a result of their implementation. The course is designed for students as specialized information about management approaches, methods and tools that should be known and applied to avoid and manage and eliminate existing crises in the field of tourism at the level of an individual company or tourist destination. "Crisis management in tourism" is a discipline that

should acquaint students with the specifics, requirements, approaches, methods and standards in risk management and crisis management that arise in the tourism industry.

Course content:

Theories of the origin and course of crises and catastrophes: bifurcation theory, catastrophe theory, energy accumulation and release theory, chaos theory, etc. Linear and non-linear realization of risks and crises. Characteristic features of risks and crises in tourism. Linear and non-linear realization of risks and crises. Classification of crises and risks specific to the tourism industry. Basic elements of risk management processes and crisis management processes. Nature and features of crisis management in tourism. Fundamentals of corporate crisis management in tourism. The role of crisis indicators in tourism. Analysis, measurement and assessment of risks in tourism. Risk management strategies in tourism activities. Risk minimization and avoidance activities. Strategies in crisis management and crisis management in tourism. Preparation of plans for risk management in tourism and plans for preparedness and actions in the implementation of crises. Forecasting the development of risks and the development of emerging crises. The integrated approach to crisis management. Planning, organization, motivation and control over the activities for risk management and crisis management. The role of communications in crisis management and management. The approach to stakeholder management in crisis management. Corporate social responsibility and its use in the crisis management process.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence in the implementation of the progress assessment and the results achieved by the set tasks and tests are of serious importance.

INTERNSHIP – PART ONE

ECTS credits: 3

Hours per week: 01 + 2p.s.

Form of knowledge assessment: progress assessment and exam

Type of exam: written

Semester: 4

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Chf. Assist. Prof. Dr. Sophia Mirchova

Annotation:

The students studying the discipline get acquainted with modern theories, practical approaches and tools for hotel business management. In the process of training they receive information about the development of theoretical thinking about the hotel industry and the mechanisms for optimal management of human resources working in this sector. The course examines and analyzes the organization of hotel services, hotel reservations, front office and its functions, the technology of maid service, the relationship between staff and hotel guests, the department of Food and Drinks in the hotel and more. The aim of the course is for students to acquire knowledge and skills in the subject and to build a clear vision and belief that the effective organization and management of hotel and in particular restaurant activities at hotel establishments depends on customer

satisfaction and profit generation for the following groups: managers, employees, customers and investors to achieve competitiveness and prosperity.

Course content:

Essence and features of hotel service. Essence and main features of the technology in the hotel industry. Classification of technologies. Technological process in the hotel industry. Technological cycle in the hotel industry. Schedules of working hours in the hotel industry. Technological level in the hotel industry. Technology of reception in the shelter establishments. Technology of accommodation in the shelter establishments. Technological preparation of the maid service. Hotel room processing technology. Sanitary processing technology. Additional and side technological operations in the hotel service. Technologies of accounting operations in the hotel industry. Technological equipment in the hotel industry.

Training and assessment technology:

The training in the discipline is carried out in the form of practical seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence in the implementation of the progress assessment and the results achieved by the set tasks and tests are of serious importance.

SPELEOLOGICAL TOURISM

ECTS credits: 5

Hours per week: 2l + 1s

Form of knowledge assessment: progress assessment and exam

Type of exam: written

Semester: 4

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Dr. Maria Stankova

Annotation:

The lecture course examines the essence of speleology as a science of caves and all other karst forms, as well as visiting them as a specific activity to meet the needs of people who practice this alternative type of tourism, new knowledge, communication with nature and of specific extreme experiences. The course is designed for students as specialized information about the specifics of the national federations of speleology, specialized clubs in speleology, as well as the activities of tour operators and travel agencies offering tourist products with visits to caves and specialized speleological excursions and expeditions. Particular attention is paid to the duties and responsibilities of the leaders of speleological tours, excursions and expeditions, the technique of alpine speleology and the measures to ensure the safety of participants in speleological tourism. This is a discipline that should acquaint students with the specifics, requirements and standards of organizing tourist packages, including visits to caves and specialized speleological excursions and expeditions in the use of accommodation and specialized equipment for camping and visiting caves, other karst sites, as well as for passing the planned cave trekkings.

Course content:

The essence of speleology and a brief history of its development in Bulgaria. Types of caves, precipices and other karst forms that are objects of speleological tourism. The activity of the Bulgarian Speleological Federation and its over 300 clubs in the country. The activity of the NGO of Cave Rescue. Cave courses. Cave Rescue Training Center. Petar Tranteev National Cave

House. Duties and responsibilities of the leader of speleological groups and the instructor in Cave work and the participants in a speleological event. Caveman - basic level: preparation required. Vertical speleology. Technical improvement of cavers. Mapping of caves and precipices. Behavior of the caveman in critical situations. Dangers in caves and karst forms and ways of protection. Requirements for the activity of rescuers in cave conditions. Crad index of the caves in Bulgaria: Landscaped caves and the longest caves in Bulgaria. The deepest precipices in Bulgaria. Museum of Speleology and Bulgarian Karst in Chepelare. Biodiversity and conservation in Bulgarian caves.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the progress assessment, and the results achieved by the set tasks and tests are of great importance.

SMART TOURISM

ECTS credits: 5

Hours per week: 2l + 1s

Form of knowledge assessment: progress assessment and exam

Type of exam: written

Semester: 4

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Chf. Assist. Prof. Dr. Sophia Mirchova

Annotation:

The lecture course is aimed at mastering the basic theoretical formulations and testing them in a real environment. Special attention is paid to the theory and good practices in the field of intelligent tourism as a very important and extremely relevant area for meeting the needs of the increasingly demanding modern tourist. The reason for the presentation of the discipline is the fact that modern tourism is not just tied to technology - they are already in its "genetic" code. Free access to information on all sorts of destinations, online hotel reservations and web check-in for flights, and much more - the last two decades of Internet development have provided unprecedented opportunities for users, having countless services "at their fingertips" in literal sense. The aim of the course is to acquaint students with the origin, development and nature of smart tourism, to give them a clear idea of the features of smart destinations and their competitive advantage in the tourism market. The main tasks that should be solved during the implementation of the curriculum are: 1. Acquisition of knowledge about the elements of smart tourism. 2. Acquisition of knowledge and skills for good practices in the field of smart tourism.

Course content:

Essence and features of the concept of smart tourism. Historical overview of smart tourism. Prerequisites and factors for the development of smart tourism. Role and place of technologies in smart tourism. Smart destinations. Smart museums. Smart hotels. Good practices and successful models. Trends in the development of smart technologies. Smart cities.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the progress assessment, and the results achieved by the set tasks and tests are of great importance.

SPECIAL INTEREST TOURISM

ECTS credits: 5

Hours per week: 2l + 1s

Form of knowledge assessment: progress assessment and exam

Type of exam: written

Semester: 4

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Ilinka Terziyska

Annotation:

The course aims to acquaint students with the main characteristics of a large group of tourism products, designed for small market segments - tourists traveling with motives related to hobbies or special interests. The main world destinations and good practices are considered. Attention is paid to the opportunities for the development of this type of tourism in Bulgaria, taking into account both local resources and global trends in supply and demand. The course should acquaint students with the characteristics of wine and food tourism and the resources that Bulgaria has for the development of these types of tourism. Students who successfully complete this course will: be familiar with the specifics of special interest tourism (SIT); have a basic knowledge of the variety of SIT forms; know the latest trends in supply and demand of this type of tourism.

Course content:

Specifics of the tourism industry. Defining the tourism industry. Growth and movement of tourist flows. A brief historical overview of the origins of travel and tourism. Factors determining the formation of tourist flows. Features of the international tourist market. Features of the domestic tourist market. International agreements in tourism. The role of the state in the formation of tourism policy. Place and role of the private sector. Geography of tourism in the countries of the Europe region. Geography of tourism in the countries of the North and South America region. Geography of tourism in the countries of the African region. Geography of tourism in the countries of Asia, Australia and Oceania. Geography of tourism in the countries of the Middle East region.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the progress assessment, and the results achieved by the set tasks and tests are of great importance.

LEISURE AND LIFE QUALITY

ECTS credits: 6

Hours per week: 3l + 1s

Form of knowledge assessment: progress assessment and exam **Type of exam:** written

Semester: 5

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Teodora Kiryakova

Annotation:

The lecture course examines the main tourist models for leisure and they are placed in the context of improving the quality of life. The links between tourism development, quality of life and sustainable performance are discussed in the focus of policies and strategies at global, regional and local levels. In the context of the growing pressure from the negative effects of global climate change, the threats and impact of living at a social distance and a pandemic, the positive link between tourism development and improving the quality of life is emphasized, as well as in the level of sustainable performance and the intensity of tourism, opening up the possibility of influencing the changing quality of life and promoting support for sustainable development. The aim of the course is to acquaint students with the basic knowledge of the field of leisure and its practical application through the tools of sustainable tourism.

Course content:

Typology of leisure and lifestyle. Phenomenology of life quality. Contemporary trends for leisure and tourism. The specialized types of tourism in Bulgaria. Current trends for increasing the longevity of the population and improving the quality of life through the practice of tourism. Economic, social and natural factors in profiling the choice in leisure time. Motives for leisure travel in the 21st century. Travel and leisure opportunities during pandemics and health crises. Conditions and resources for the practice of cultural tourism. Opportunities for free time and improving the quality of life. Nature and role of recreation. The role of recreational tourism in the profiling of leisure time. Recreation and quality of life. Nature and role of medical tourism in the practice of free time. Nature and role of spa and wellness tourism. Leading practices for improving the quality of life through spa and wellness tourism. Leading practices for improving the quality of life through the practices of nature-based tourism. Cycling tourism, hiking, sea tourism, thalassotherapy, speleological tourism. Nature and role of sports tourism. Leading practices for improving the quality of life through sports tourism. Conditions and resources for the development of religious, cult and esoteric tourism. Free time in the range of cultural and pilgrimage practices. Nature and role of food tourism. Free time and educational aspects of food tourism. Festivals, conferences, exhibitions, incentives - the free time of the modern and educated person. Bleisure, green growth and travel - a combinatorial approach in free time and a chance to improve the quality of life. Encyclopedia of leisure and improving the quality of life - modern aspects.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the progress assessment, and the results achieved by the set tasks and tests are of great importance.

CORPORATE SOCIAL RESPONSIBILITY

ECTS credits: 5

Hours per week: 2l + 1s

Form of knowledge assessment: progress assessment and exam

Type of exam: written

Semester: 5

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Gergana Angelova

Annotation:

The lecture course examines the theoretical framework for corporate social responsibility, international standards for CSR and models for management and sustainability of CSR. The seminars cover the individual thematic units, decomposed into creative tasks. Special attention is paid to the role of stakeholders in corporate reputation and value creation in business through CSR. The aim of the course is to acquaint students with the essence, importance and management of CSR and its application for creating a sustainable business. Special emphasis is placed on business ethics and human rights in tourism. The main tasks that should be solved in the implementation of the curriculum are: 1. Acquisition of knowledge about the essence of CSR and corporate social performance. 2. Acquisition of knowledge and practical skills for creating value in business through a sustainable CSR policy. 3. Introduction to the basic models for management and sustainability of corporate social responsibility.

Course content:

Introduction to corporate social responsibility. Conceptualization of CSR. Corporate social performance. Business Ethics. Strategic CSR. Corporate sustainability and responsibility. Creating a shared value. International policies and regulatory instruments for non-financial reporting. International standards for CSR and sustainable reporting. CSR through integrated marketing communications. Communications and media for CSR. Digital media. Social media. Responsible SCM system and the role of stakeholders for corporate reputation. Environmental, social and management reporting in Europe. CSR established in Europe. National CSR frameworks. Corporate sustainability and responsibility. Creating value in business. SIGMA control model. Model for partnership between stakeholders on human rights in tourism. CSR - a model for brand positioning. Branding success in CSR. Model for fair working conditions. The four dimensions of responsible shopping. CSR online - internet communication. Assessment of product sustainability. Creating a competitive advantage. Sustainable value model.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the progress assessment, and the results achieved by the set tasks and tests are of great importance.

ENGLISH LANGUAGE IN TOURISM – PART ONE

ECTS credits: 5

Hours per week: 0l + 4s

Form of knowledge assessment: progress assessment and exam **Type of exam:** written

Semester: 5

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Chf. Assist. Prof. Dr. Sophia Mirchova

Annotation:

The practical course in English Language in Tourism, Part One, is structured in the form of modules - vocabulary, grammar, translation and conversation. Special attention is paid to upgrading the level of competencies and knowledge in the field of vocabulary and grammar, which is the necessary basis for the acquisition of language habits for communication in a specialized English language for the purposes of sustainable tourism. The main goal of the course is to enrich the knowledge of students in specialized English language learning, which they have received in previous courses of study, by filling in their gaps in the field of language grammar and vocabulary. The aim is to upgrade the skills and competencies of students to a higher competence level at the end of the bachelor's degree course, reaching a level of language proficiency that ensures proper use of language structures and the necessary vocabulary for effective communication.

Course content: Vocabulary module: The aim of the vocabulary exercises in this semester is to provide an advanced level of competence and ability to use lexical items in a real language situation. This is achieved by increasing and enriching the active vocabulary of students. The presented vocabulary becomes more complicated and specializes in the transition to a higher level. Particular attention is paid to the systematic relations in the vocabulary of the language as synonymous nests and semantic fields, as well as to the independent preparation, as an element for increasing not only the spelling competencies of the students, but also their vocabulary.

Grammar module: The grammar classes are mainly aimed at reaching the level of proficiency in grammatical structures and increasing the English language competence of students at a higher level of proficiency in specialized foreign language. On the one hand, the module pursues a corrective goal, and on the other - the introduction of basic theoretical concepts and terminology. This module pays attention to and recalls or explains grammatical structures such as the temporal system, the active and passive voice, and ways of expressing unreality, emphatic constructions and types of conditional sentences. **Translation module:** The module has a practical orientation.

It aims to develop students' skills to analyze text and translate from Bulgarian to English and from English to Bulgarian. It is focused not only on increasing the language competence of students, but also on mastering translation as a skill related to the creation of a coherent text, semantically and stylistically dependent on the original. The module is related to the analysis of original texts, independent extracurricular preparation of texts for translation, work with reference literature and discussion of the translated variants. The aim is to provide an opportunity for practical training of students for their future professional realization in the field of sustainable tourism management. This module is related to building skills for independent work, followed by a discussion of a text previously translated as homework. The two-way translations are mainly grammatical, with a focus on basic grammatical structures learned in the Grammar module. The texts are selected depending on the level of language proficiency. **Conversation module:** The Conversation module, as part of the general English language course, aims to develop students' speaking skills, with an emphasis on their ability to interpret problems of a general scientific nature, as well as specific problems in the field of sustainable tourism. As a separate module, it is most strongly

represented in the last two courses of study, after which students are expected to speak fluent English without this being explicitly required. This module focuses on the freedom of students to express themselves fluently in English. At the beginning of the semester, students are given the opportunity to choose the topics they want to discuss, and the classes take the form of a presentation in which a student presents orally the topic they have prepared in advance and subsequent discussion with the rest of the group of students.

Training and assessment technology:

The training in the discipline is carried out in the form of seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence in the implementation of the progress assessment and the results achieved by the set tasks and tests are of serious importance.

GERMAN LANGUAGE IN TOURISM – PART ONE

ECTS credits: 5

Hours per week: 01 + 4s

Form of knowledge assessment: progress assessment and exam

Type of exam: written

Semester: 5

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Senior Lecturer Dr. Olga Kostadinova

Annotation:

The main goal of the course is to build students' communication skills for the specific goals of tourism and sustainable development. These include the development of competencies for speech foreign language skills, but also knowledge of the terminology for specialized types of tourism and communication for the implementation of sustainable development goals. The main tasks are: To facilitate the mastery of the peculiarities of the German language in specific situations for tourist communication; to promote the acquisition of skills in students to know the rules of the German language in communicative expressive use for the purposes of tourism; to promote the acquisition of skills in students for timely response through remarks to the partner (tourist) involved in the conversation; providing students with corpus knowledge for forming a short related text in tourist terminology on a given topic. The expected results are: Maximum expansion of the active vocabulary of the students; Achieving a high level of proficiency in basic language skills are the specific objectives of tourism. Creating skills for understanding and translating an original text, as well as the skills for using the studied language constructions in the field of tourism.

Course content:

Einführung ins Fach. Bekanntmachung. Besonderheiten der Kommunikation im standhaltigen Tourismus. Methodenkompetenz für Lerntechniken von Lexikalischen Bauteilen im Bereich des standhaltigen Tourismus. Lerntipps zum Lesen und Lerntipps zum Hören. Wortschatz zu den Tourismusarten, Tourismusdestinationen und Ziele besser erwerben und behalten. Zu den Thema Neue Tourismusarten Wörter sammeln und besprechen. Lerntipps zur Grammatik. Touristische Typen und Motivation im Tourismus. Weltdestinationen. Kultur und Erbe als Ressource für den Tourismus. Der Neue Tourist. Digitale Transformation im Tourismus. Zusammen lernen. Informationen erfragen. Informationen suchen und nachschlagen. Mit Sprache spielen – Koffer

packen und wohin in den Urlaub. Sozialkompetenzen im Tourismus. Berufsbilder in der Hotellerie. Hotelassistent, Hotelsekretariat – Korrespondenz mit Gästen. Etagendienst – Housekeeping. Organisieren und planen: Gästezimmer sind das Herz eines Hotels. Das Memo. Gästefragebogen. Hotelangebote aus der Wundertüte (mit Regeln). Handlungskompetenz im Beruf entwickeln. Beruf – Koch. Verteilung der Arbeiten im Küchenbereich. Gewürze und Küchenkräuter. Die Wichtigsten Gewürze auf der Welt. Geschmack kann man schulen oder erwerben, oder am besten im Restaurant verkaufen. Interkulturalität zum Thema Geschmack. Sprichwörter rund ums Essen. Domino mit Getränken und Behältern (Regeln). Qualitätssicherung. Das Memo. Gästefragebogen.

Training and assessment technology:

The training in the discipline is carried out in the form of seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence in the implementation of the progress assessment, and the results achieved by the set tasks and tests are of serious importance.

RUSSIAN LANGUAGE IN TOURISM – PART ONE

ECTS credits: 5

Hours per week: 01 + 4s

Form of knowledge assessment: progress assessment and exam

Type of exam: written

Semester: 5

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Chf. Assist. Prof. Dr. Sonia Hristova

Annotation:

With the training in Russian in tourism – part one, the specialized foreign language training in the professional field of Sustainable Tourism is developed and deepened, which aims at the use of the language in the professional activity related to the field of tourism. In view of the realization of the students in the field of tourism and business communications, the course is focused on mastering the business protocol, Russian speech etiquette and professional terminology. The ability for oral speech communication in various socially-determined situations is developed, phrasal stereotypes are developed, habits for orientation in communication with the native speakers of Russian as representatives of another culture are formed. The language competence in structural and functional aspect is deepened, strategies for solving communicative problems in the field of business and tourism are mastered. The construction of all components of the communicative competence continues: - language competence in structural knowledge of the phonetic features, vocabulary and grammar of the Russian language and functional use of the Russian language in accordance with the communicative needs of the students aspect; - socio-cultural competence and skills for orientation in the socio-cultural context; - strategic competence mastering strategies for solving communication problems as a result of lack of knowledge or skills.

Course content:

Welcoming tourists. Contemporary etiquette. Presentation and acquaintance with an intermediary and without an intermediary. Address and attract attention. Greetings and response. Awareness. Accommodation in a hotel, tourist complex. Reception. Presentation of the offered services.

Awareness of the preferences of tourists. National features. Recreation and entertainment. Animation. Excursion transport. Transport. Cognitive tourism. Travel agency. Business tourism. Evaluation of the work of the travel company. Information for customers and competitors. Job descriptions in the field of tourism. CV / CV Interview/ job application. Appearance and habits. Ability to behave in society. Restaurants and entertainment. Etiquette of official events. Types of techniques and behavior. Serving. Accommodation of guests at the table. Accommodation in vehicles. Conditional constructions. Oral types of business communication in the field of tourism - practicum: dialogues in the field of tourism between a manager of a travel company and a client or business partner, receptionist and guest; monologues/ lecture of a guide, presentation, presenting a professional training. Ethical norms in professional activity. Behavior in conflict situations and ways to resolve conflicts. Compliments in communication in a professional environment. Advertising story in Russian about the activity of the tourist company, the tourist programs and sites, etc. Oratory methods. Improvisation and linguistic strategies. Persistent phrases and clichés. Handbook of the tourist guide. Understanding and creating sound texts when describing tourist sites. Thematically related lexical units and grammatical constructions. Correspondence in the tourism business as a type of business communication. Types of official documents. Signature. Content and design of business documents. Syntactic constructions used to state motives, explanations, reasons for taking one or another action. Cultural and historical excursions. Stylistics in the presentation of historical facts in Russian. Passive constructions. Professional career. Positions in the field of tourism, requirements and personal qualities. Communion and deep communion in the Russian language. Electronic information versions in the field of tourism. Notebooks, business calendars, diaries. Vocabulary and syntactic constructions characteristic of the Internet space.

Training and assessment technology:

The training in the discipline is carried out in the form of seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence in the implementation of the progress assessment and the results achieved by the set tasks and tests are of serious importance.

CONJUNCTURE IN SUSTAINABLE TOURISM

ECTS credits: 4

Hours per week: 2l + 1s

Form of knowledge assessment: progress assessment and exam **Type of exam:** written

Semester: 5

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Teodora Kiryakova

Annotation:

The lecture course examines the essence of the situation as a mirror of the state and development of an economic system in tourism and mainly of the changes occurring in it as a result of a number of political, economic and natural factors. The course is designed for students as specialized information about the specifics of the tourism situation due to the need to adopt the concept of sustainable development and sustainable tourism and the specifics of market research and forecasts in the tourism industry in international and national aspects. Conjuncture in Tourism

Industry is a discipline that should acquaint students with the specifics, requirements and standards of the conjuncture as the current situation and future forecast of the state of economic systems in tourism, as well as all internal and external factors that influence and determine its future development.

Course content:

Essence and features of the situation in the tourism industry. Factors influencing the situation in tourism. Place and role of market research in the tourism industry. Functions of market research in international tourism. Types of business cycles. Conjunctural forecasts as a tool of production management in the tourism industry. World, regional and national tourism fairs - a reflection of the situation in the tourism industry. Determining the potential and actual volume of the tourist markets. Scientifically based forecasting of the conjuncture in tourism. Subjective and objective forecasting. Univariate and multivariate forecasting methods. Expert methods for forecasting the tourist situation: methods such as Business Barometer, IFO methods, Delphi method and others. Scenario methods and matrix methods for forecasting the tourist situation. Univariate statistical methods for forecasting the tourist situation: Naive (simple) method, Index method, Chain average method, Double average method, Trend method. Univariate statistical methods for forecasting the tourist situation: Methods using exponential smoothing - Brown method, Holt method, Holt-Winters method, Taylor method. Correction of Troncoso and Garcia-Diaz. Primary and secondary sources of information about the situation in the tourism industry. Planning, organization and control of the activity in conducting business tourism surveys. Leading international organizations conducting tourism research: the World Tourism Organization, the World Travel and Tourism Council (Chicago) and others. Leading international private companies and non-profit organizations specializing in conducting market research.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence in the implementation of the progress assessment and the results achieved by the set tasks and tests are of serious importance.

GREEN TOURISM

ECTS credits: 5

Hours per week: 21 + 1s

Form of knowledge assessment: progress assessment and exam **Type of exam:** written

Semester: 5

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Teodora Kiryakova

Annotation:

The course aims to acquaint students with the essence and characteristics of the specific alternative type of tourism, which initially corresponds to the UN report "Our Common Future" developed by the Brundtland Commission, and subsequent ones by the International Tourism Organization requiring a systematic approach to sustainable development of the tourism industry. The specific course introduces students to the concept defined as environmentally sustainable travel to destinations where flora, fauna and cultural heritage are the main attractions. The destinations for

green tourism in all tourist regions of the world are considered in detail. The developed program is designed for students majoring in Sustainable Tourism and its objectives for the students are: to get acquainted with the characteristics of green tourism and stakeholders in its development; to get acquainted with the existing destinations for green tourism in all tourist regions of the world; to consider approaches to increase the competitiveness and sustainable management and development of green tourism.

Course content:

Systematic approach in sustainable development. Perspectives for development of green tourism. The tourism industry. Nature of green tourism and characteristics. Significance of certification in tourism. Certification of green tourism sites. Stakeholders in the certification of green tourism sites. Development of green tourism in Bulgaria - legislation, resources, good practices. Development of green tourism in other countries of the tourist region of Europe - resource security, good practices. Development of green tourism in the countries of the tourist region of Africa - resource security, good practices. Development of green tourism in the countries of the tourist regions of North and South America - resource security, good practices. Development of green tourism in the countries of the tourist region of Asia and Oceania - resource security, good practices. Development of green tourism in the countries of the Middle East tourist region - resource security, good practices. Criteria and indicators for analysis and assessment of competitiveness in the regions for green tourism. Plan to increase the competitiveness of the regions offering green tourism. Cross-border routes for green tourism. International Green Tourism Associations. Marketing in the sustainable management of green tourism.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence in the implementation of the progress assessment and the results achieved by the set tasks and tests are of serious importance.

MANAGEMENT OF ENVIRONMENTAL EVENTS AND FESTIVALS

ECTS credits: 5

Hours per week: 2l + 1s

Form of knowledge assessment: progress assessment and exam **Type of exam:** written

Semester: 5

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Gergana Angelova

Annotation:

The course aims to acquaint students with the essence and scope of event management with a focus on environmental events and festivals, as there is no organized trip in which there is no event. This presupposes the tourist staff with a university education to have basic knowledge and skills in this field. The aim of the course is to acquaint students with the specifics, requirements and standards in organizing and conducting events. The main tasks that should be solved during the implementation of the curriculum are: - Development of plans and proposals for environmental events and festivals; - Development of innovative and attractive concepts for environmental events and festivals; - Conducting research and analysis; - Acquiring of skills for management of

volunteer teams; management of stand owners/ tenants, exhibitors and supply chains; - Development of detailed event plans, work management and event schedules; quality and risk management plans; - Acquiring of competencies for the use of social media in marketing for environmental events and festivals.

Course content:

Essence and scope of event management. Main variables. Typology and impact of events. Concept and plan of the event. Need for the event, development of concepts, stakeholders and planning processes. Resource organization. Location, physical resources and services, financial resources, marketing resources. Catering: food and drinks. Identification of food and beverage needs. Choosing a catering provider. Transport management. Identification of the need for visitors transport. Choice of transport service provider. Promotion of the event. Marketing strategy. Targeted marketing. Marketing mix. Promotion of private and public event. Customer relationships - accessibility, conflict situations, dealing with anger and emotions. Risk Management. Planning the unexpected. Analysis and tools for risk identification. Legal issues and insurance. Security during events. Conducting the event. Planning the event before determining the day of the event. Actions after the end of the event. Organizing and conducting celebrations and outdoor parties. Children's party, wedding, anniversary meeting. Organizing and conducting tourist exhibitions. Basic requirements for participants. Location of stands and advertising materials. Organizing and conducting conferences and seminars. Requirements for the place and the adjacent equipment. Requirements for delegates. Creating a work and cultural program. Organizing and conducting environmental events - choosing the right time and place; theme and main message; target groups. Organizing and conducting festivals - choosing the right time and place; theme and main message; participants and target audiences.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence in the implementation of the progress assessment and the results achieved by the set tasks and tests are of serious importance.

PRESERVATION AND INTERPRETATION OF CULTURAL HERITAGE

ECTS credits: 5

Hours per week: 31 + 0s

Form of knowledge assessment: progress assessment and exam **Type of exam:** written

Semester: 5

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Teodora Kiryakova

Annotation:

The main goal of the course is to provide theoretical knowledge and to acquaint students with the principles of preservation and interpretation of the cultural heritage of the Republic of Bulgaria, the need for which is determined by the need to increase opportunities for socialization of cultural heritage as well as to provide the necessary basic knowledge to optimize the preservation of cultural heritage and the use of the tools of interpretation. As a result of conducting the cycle of lectures and studying the material in the course, students acquire knowledge and skills for the

preservation of cultural heritage and the possibilities of interpretation as a tool for its promotion. The many cultural values, tangible and intangible, give rise to the need for their responsible use, which includes, firstly, protection and, secondly, promotion. A successful tool for combining the two is the interpretation of the cultural heritage, the possibilities of which are considered against the background of specific examples from archeological, cultural-revival reserves and intangible cultural practices.

Course content:

Cultural heritage - concepts, categories, types. Main cultural and historical sites in Bulgaria. Emergence of cultural tourism. Motives for cultural and cognitive tourism. Main aspects of preservation, restoration in the context of the principles of sustainable development of cultural and cognitive tourism and sustainable management of cultural heritage. State policy and current regulations for cultural heritage. Organization and management of museum institutions in Bulgaria. Museum networks. Main functions in the preservation, restoration and sustainable development of cultural and cognitive tourism. National Archive Fund and its role in preserving cultural and historical heritage. Documentary and archival cultural heritage. Policies for the protection of the intangible cultural heritage. Rituals and ritual practices. Function and role of interpretation. Opportunities for application of the interpretation to achieve sustainable development in tourism. Interpretation and social adaptation of cultural heritage. Role of interpretation for the socialization of cultural heritage. Interpretation and educational tourism. Good European practices. The interpretation in the archeological reserves in Bulgaria. Basic communicative models of interpretation. Interpretation in the Bulgarian Revival cultural and historical reserves. Preservation of the cultural heritage and the issue of the Bulgarian identity. Protection of the Bulgarian tangible and intangible cultural heritage. Interpretation of intangible heritage. Visualization. Problems for protection of the cultural heritage in the conditions of European integration. New models of interpretation and digitalization as an approach in the preservation of cultural heritage.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence in the implementation of the progress assessment and the results achieved by the set tasks and tests are of serious importance.

SUSTAINABLE MANAGEMENT OF RURAL TOURISM

ECTS credits: 5

Hours per week: 31 + 0s

Form of knowledge assessment: progress assessment and exam **Type of exam:** written

Semester: 5

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Chf. Assist. Prof. Dr. Rousska Bozkova

Annotation:

The developed program is intended for students majoring in Sustainable Tourism and its objectives for the students are: to get acquainted with the historical development, the typology of rural tourism and stakeholders in its sustainable development; to get acquainted with the existing

rural-tourist sites in the country and abroad; to consider approaches to increase the competitiveness and sustainable management and development of rural tourism. Students who successfully complete this course will acquire skills: To organize excursions for rural tourism; To calculate the price of such a trip; To develop innovative and attractive business ideas for rural-tourist sites with a characteristic feature of sustainability; To conduct research and analysis through questionnaires; To identify strengths and weaknesses, as well as opportunities and threats for sustainable management and development of rural tourism in the areas they consider; To prepare cross-border routes for rural tourism; To prepare a plan for increasing the competitiveness of a given rural-tourist site / region / country / cross-border region with a characteristic feature of sustainability; To determine the possible risks from the implementation of a plan for increasing the competitiveness of a given rural tourist site / region / country / cross-border region with a view to sustainability;

Course content:

Systematic approach in sustainable development of the tourism industry. Essence of rural tourism and historical development. Typology of rural tourism. Stakeholders in the sustainable development of rural tourism. Sustainable development of rural tourism in Bulgaria - legislation, resources, good practices. Sustainable development of rural tourism in other European countries - legislation, resources, good practices. Sustainable development of rural tourism in other countries from other tourist regions - legislation, resources, good practices. Criteria and indicators for analysis and assessment of competitiveness in rural tourism regions. Development of a plan for increasing the competitiveness of the regions offering rural tourism. Sustainable risk management from the implementation of the plan for increasing the competitiveness of the regions offering rural tourism. Preserving the production of traditional products as a prerequisite for the sustainable development of rural tourism. Financing the development of sustainable rural tourism. Cross-border routes for rural tourism. Bulgarian Association for Rural and Ecological Tourism (BARET). Bulgarian Association for Alternative Tourism. Marketing in the sustainable management of rural tourism.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence in the implementation of the progress assessment and the results achieved by the set tasks and tests are of serious importance.

TOUR OPERATIONS AND TRAVEL AGENCIES

ECTS credits: 6

Hours per week: 31 + 1s

Form of knowledge assessment: progress assessment and exam

Type of exam: written

Semester: 6

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Dr. Maria Stankova

Annotation:

The course is focused on studying the state of the tourism industry, the essence of the tour operator product and the tourist destination, product distribution and transport activities. The topicality of

the issue is determined by the key importance of the activity of tour operators in the domestic and international tourist markets and the transformations it undergoes in the online space. The lecture course follows the theoretical statements necessary to clarify the specifics of the tour operator activity and its practical manifestation. Special attention is paid to its inherent market features and manifestations. The aim of the course is to acquaint students with the necessary knowledge for the organization of tourist trips, for planning the offer of tourist destinations, as well as for the legal regulation of the activities of travel agencies.

Course content:

Status and development of the tourism industry. Status and development of the international tourist market. Trends in the development of the Bulgarian tourist industry. Structure of the tour operator activity. Structure of the travel agency activity. Marketing and operationalization of the tour operator activity. Determining the parameters and characteristics of the market of tour operator activity. Product structure of the tour operator company. Preparation of a brochure. Research of a tourist destination and formation of a tourist package. Preparation of the product mix. Product realization and distribution: - Distribution channels; - Trade structures in tourism; - Options for delivery and sale of travel packages. Contact with consumers. Providing transport services under tourist programs and packages for group and individual tourists in: - Land transport; - Water transport; - Air Transport; - Specialized transport. Services accompanying the organization and conduct of a tourist trip.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence in the implementation of the progress assessment and the results achieved by the set tasks and tests are of serious importance.

BUSINESS COMMUNICATIONS

ECTS credits: 5

Hours per week: 2l + 2s

Form of knowledge assessment: progress assessment and exam **Type of exam:** written

Semester: 6

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Gergana Angelova

Annotation:

Business communication is present in every form of tourism business. With the help of business communication, the defined business goal can be achieved by using appropriate strategy, tactics and techniques within the framework of professional ethics and legal regulations. This presupposes that those employed in tourism with a university education acquire basic knowledge, skills and competencies in this field. The aim of the course is to acquaint students with the specifics, requirements and standards of business communication in tourism, turning them into future skilled communicators in this field. The main tasks that should be solved during the implementation of the curriculum are: - Acquiring of knowledge about the essence of dynamic dialogue and negotiation; the criteria for communication efficiency at the "employee-client" level; the distributive and integrative negotiation strategy; automated customer and supplier relationship

management systems; - Acquiring of practical skills for asking questions, active listening and argumentation; skillful use of non-verbal symbols for conducting business conversations; reaching a mutually beneficial agreement; overcoming communication barriers during business communication; dealing with intercultural differences; resolution of interpersonal conflicts; - Introduction to the peculiarities of business ethics and business etiquette; business correspondence and contracts in tourism; the effectiveness of advertising media and PR in tourism.

Course content:

Verbal communication in the protocol practice - essence and importance. Expressive and impressive forms of business communication. Business communication by phone and internet. Netiquette. Non-verbal communication in the protocol practice - essence and importance. Types of non-verbal messages. Static and dynamic features of nonverbal communication. Intercultural differences in nonverbal communication. Presentation in the protocol practice. Preparation, structuring and presentation. Presentation skills. National and cultural differences of foreign partners. Main components of the national psychology of foreign partners. Cultural determinants. Business profile of foreign partners. Business ethics and business etiquette. The essence of business ethics in tourism. Features of business etiquette - verbal, nonverbal, epistolary. Barriers to business communication - essence and importance. Physical, emotional, psychological and language barriers in business communication. Effectiveness of business communication in tourism. Professional competence of employees. Quality of information messages. User feedback. Awareness and information provision of consumers. Business communication in negotiations - essence and principles. Negotiation strategy and tactics. Final offer and agreement area. Basic approaches to negotiation. Business correspondence. Nature, structure and content of business letters. Typology of business letters in tourism. Negotiations. Nature and main stages of the negotiations. Time and place for the negotiations. Negotiation techniques. Common mistakes in conducting negotiations. Negotiating with customers and suppliers. Nature and features of CRM and SCM systems. Modeling of CRM and SCM systems. Tourism contracts - essence and functions. Contract for tourist services between a tour operator and a hotelier. Contract between a tour operator and a user of tourist services (tourist voucher). Conflict resolution. Essence, elements and types of conflict. Typology of conflicting personalities. Tourist behavior in conflict situations. Techniques for resolving interpersonal conflicts. Public relations (PR) of the tourist organization - essence, tasks and goals. Basic functions and tools of PR. PR in crisis situations. Advertising activity of the tourist organization - essence, goals and functions. Channels and means for advertising activity. Principles and rules for loyal advertising.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence in the implementation of the progress assessment and the results achieved by the set tasks and tests are of serious importance.

PRINCIPLES OF SUSTAINABLE BRANDING

ECTS credits: 5

Hours per week: 21 + 1s

Form of knowledge assessment: progress assessment and exam **Type of exam:** written

Semester: 6

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Gergana Angelova

Annotation:

The course examines the main set of activities and guiding principles needed to build a successful and sustainable brand. A large number of good practices are discussed both in large world-famous destinations and in smaller but unique places, which have managed to identify themselves in an attractive and unique way. Apart from the destination level, branding is also studied at the level of a tourist enterprise - an accommodation establishment, a catering and entertainment establishment, a tour operator and a travel agent, a transport company, an online distributor. The tools for successful branding of a tourist enterprise are presented through the prism of recognizable hotel, restaurant, tour operator and electronic brands. Students have the opportunity to discuss real practices and challenges they will face in their future professional realization in this field and with possible solutions they can offer. The aim of the course is to acquaint students with the theoretical framework for tourism branding, the methodological framework for researching its effectiveness, existing branding models, steps and stakeholders in building a sustainable tourism brand.

Course content:

Advent and development of the concept of branding at macro and micro level. Emotional connections between places and visitors. "Branding" against "marketing" and "brand" against "trademark". Good practice for branding prior to marketing. Steps to turn a trademark into a brand. Typology of the brand of a place - common brand of the place, tourist brand, economic brand, community brand, thematic brands. Characteristics and symbols of the tourist brand. Stages of presentation of the tourist brand. "Emotionalizing" and "positioning" of the tourist brand. Reasons for undertaking a tourist purchase. Competitive advantages of the tourist brand. Brand management. Branding strategy of tourism enterprises. Factors determining the consumer choice of the tourist brand - external, cultural, psychological, socio-psychological, personal characteristics. Stages of building a tourist brand - evaluation and audit, analysis and advantages, arrangement and grouping, expression, application, perception and attitudes, actions and consequences. Indicators and models for analysis and evaluation of the tourist brand. Indicators of perception, behavior, market and financial indicators. Contact branding model and other branding models. Branding of a hotel business. Essence of the hotel product. Recognition and unique features of hotel brands. Branding of a restaurant business. Essence of the restaurant product. Diversification of consumer demand for a restaurant product. Recognition and unique features of restaurant brands. Branding of all-inclusive resort complex. Essence of the all-inclusive resorts. Recognizability and unique features of all-inclusive complexes. Tour operator branding. Components of the tour operator product. Corporate culture and competitive advantages of the tour operator. Electronic branding (E-branding). Advantages and disadvantages of the electronic brand. Evaluation of the effectiveness of the electronic brand. Rebranding of a tourist destination with an unfavorable reputation in the past. Basic tools for rebranding the tourist destination. Branding of large and small tourist destinations. Conceptualization of branding at macro and micro level. Tools of national branding strategy.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students.

The knowledge, skills and competence in the implementation of the progress assessment and the results achieved by the set tasks and tests are of serious importance.

E-TOURISM

ECTS credits: 6

Hours per week: 3l + 1s

Form of knowledge assessment: progress assessment and exam **Type of exam:** written

Semester: 6

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Chf. Assist. Prof. Ivanka Vasenska

Annotation:

The lecture course examines the theoretical and practical application in the field of information and communication technologies for the field of sustainable tourism and the field of hospitality economics. The aim of the course is to acquaint students with the basic knowledge and skills for organization and management of processes, in the development of tourism in an electronic environment and in the study of phenomena and processes in sustainable tourism and hospitality. The main tasks to be solved in the implementation of the curriculum are: 1. Acquiring of knowledge about the essence of the new trends for the implementation of tourism services in virtual and digital environment, as well as to use the benefits of ICT to improve tourism services. 2. Acquiring of knowledge and practical skills for organizing and conducting research and study of phenomena with the help of computer languages in a computer environment through artificial intelligence. 3. Getting acquainted with the basic scientific methodologies and the possibilities for their application in various fields, as well as for obtaining data and information, their analyses, forecasts and decision-making with a higher degree of adequacy regarding the management of enterprises and institutions with economic and non-agricultural aim.

Course content:

Introduction to technology and sustainable tourism in the context of the digital and behavioral economy. Sustainable technologies. Introduction. Review of technologies for sustainable tourism. E-tourism as a tool for socio-economic development. Impact of artificial intelligence on the areas of travel, tourism and hospitality. Internet of Things and general calculations in the field of tourism. Models for e-business in tourism. Smart tourists and intelligent behavior. The evolution of online booking systems. Local, regional and global reservation systems in tourism. Electronic supply chain management in tourist destinations. Sustainable electronic supply chain management. Digital ecosystems, complexity and tourist networks. Sustainable tourism management. Mobile applications for e-tourism. Online intermediaries in tourism. Use of e-marketing tools such as communication management in the tourism industry. Information and communication technologies in event management. Application of virtual reality (VR), augmented reality (AR) and mixed reality (MR) in the fields of tourism and hospitality. Applications of artificial intelligence and computer languages in decision making in management for the purposes of e-tourism. Ethical framework for a sustainable society in the age of digitalization and artificial intelligence: opportunities, risks, principles and recommendations. Cybersecurity in the fields of hospitality and tourism: a risk-based approach.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence in the implementation of the progress assessment and the results achieved by the set tasks and tests are of serious importance.

DISTRIBUTION CHANNELS IN TOURISM

ECTS credits: 6

Hours per week: 3l + 1s

Form of knowledge assessment: progress assessment and exam

Type of exam: written

Semester: 6

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Dr. Maria Stankova

Annotation:

The lecture course examines the theoretical and practical application of Internet distribution systems in the field of sustainable tourism and the field of hospitality economics. The aim of the course is to acquaint students with the basic knowledge and skills for organization and management of processes, in the development of tourism in an electronic environment and in the study of phenomena and processes in sustainable tourism and hospitality. The main tasks to be solved in the implementation of the curriculum are: 1. Acquiring of knowledge about the essence of the new trends for the realization of the tourist product in virtual and digital environment, as well as for using the advantages of ICT to improve tourist services. 2. Acquiring of knowledge and practical skills for organizing and conducting research and study of phenomena with the help of computer systems for the purposes of revenue management in tourism enterprises. 3. Getting acquainted with the basic scientific methodologies and the possibilities for their application in various fields, as well as for obtaining data and information, their analyzes, forecasts and decision-making with a higher degree of adequacy regarding the management of enterprises in the field of tourism and hospitality.

Course content:

Introduction to technology and sustainable tourism in the context of the digital and behavioral economy. Sustainable technologies. Introduction. Review of technologies for sustainable tourism. Distribution channels in Tourism: practices, problems and transformations. Impact of artificial intelligence on the areas of travel, tourism and hospitality. Internet of Things and ubiquitous calculations in the field of tourism. Models for e-business in tourism. Smart tourists and intelligent behavior. The evolution of online booking systems. Local, regional and global reservation systems in tourism. Electronic supply chain management in tourist destinations. Sustainable electronic supply chain management. Digital ecosystems, complexity and tourist networks. Sustainable tourism management. Mobile applications and social networks. Online intermediaries in tourism. Use of e-marketing tools such as communication management in the tourism industry. Implementation of ICT for the needs of small tourism companies managed by owners: Organizational decision making and leadership perspective. Distribution and management channels in the Swiss hotel sector. Applications of artificial intelligence and computer languages in decision making in management. Ethical framework for a sustainable society in the age of

digitalization and artificial intelligence: opportunities, risks, principles and recommendations. Cybersecurity in the fields of hospitality and tourism: a risk-based approach.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence in the implementation of the progress assessment the results achieved by the set tasks and tests are of serious importance.

TOUR GUIDING

ECTS credits: 5

Hours per week: 31 + 0s

Form of knowledge assessment: progress assessment and exam

Type of exam: written

Semester: 6

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Chf. Assist. Prof. Dr. Lubomira Pinelova

Annotation:

Special attention is paid to the theory and practice in the field of tour guiding as a very important and extremely relevant area in the technology of accompanying activities in tourism. The reason for the introduction of the discipline are the increased claims of the users of the tourist product to the quality of guiding, which are more and more urgent to leave the field of amateurism and to become an authoritative profession of highly educated people working in the field of tourism and complying with the requirements of the legislation. The aim of the course is to acquaint students with the origin, development and essence of tour guiding, to clarify the content of tour guiding, its place in the organization of tourist travel with a total cost. The main tasks that should be solved during the implementation of the curriculum are: 1. Acquiring of knowledge about the duties and responsibilities of the guide as the main executor of this activity. 2. Acquiring of knowledge and practical skills for the basic and specific methods for motivating and conducting an excursion, as well as the methods and means for presenting the tourist sites. 3. Getting acquainted with the methodology for preparing a project for an excursion program and sample methodological developments.

Course content:

Essence and features of the guide service. Historical overview of guiding. Prerequisites and factors for the development of tour guiding. Content of the technological process in the guide service. Types of guides. Technology of the guide service for tourist groups. Guided tour technology for individual tourists. Guide service technology depending on the vehicle. Tourist trips by car. Tourist trips by ship. Tourist trips by plane. Tourist travel by train. Interaction of the guide with organizers of tourist trips. The main activity of the guide. Topics and talks in the guide service. Tourist routes - definitions and typology. Regulations of guiding in Bulgaria. The animation in the guide service - essence, types and features.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The

knowledge, skills and competence in the implementation of the progress assessment and the results achieved by the set tasks and tests are of serious importance.

CYCLING TOURISM

ECTS credits: 5

Hours per week: 3l + 0s

Form of knowledge assessment: progress assessment and exam

Type of exam: written

Semester: 6

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Ilinka Terziyska

Annotation:

The course in Cycling tourism aims to acquaint students with the main characteristics of the main European cycling routes with a focus on those which pass through Bulgaria. Attention is paid to the opportunities for development of this type of tourism in Bulgaria, taking into account both local resources and global trends in supply and demand. The course should acquaint students with the characteristics of cycling and the resources that Bulgaria and Europe have for the development of this type of tourism. Students who successfully complete this course will: be familiar with the peculiarities of cycling; have basic knowledge of various forms of cycling; know the latest trends in supply and demand of this niche type of tourism.

Course content:

Cycling - definition, classification, meaning. Primary product of cycling. Cycling infrastructure. Stakeholders in cycling. Characteristics of the cycling product at destination level. Characteristics of the cycling product at the level of tour operator. Characteristics of the cycling product at the hotel level. European cycling routes. Bicycle routes in Bulgaria. Good practices in cycling. The cyclist - characteristics and typology. Tourist experience and cycling. Cycling marketing. Demand for cycling. Good practices in cycling.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence in the implementation of the progress assessment and the results achieved by the set tasks and tests are of serious importance.

WALKING TOURISM

ECTS credits: 5

Hours per week: 3l + 0s

Form of knowledge assessment: progress assessment and exam

Type of exam: written

Semester: 6

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Chf. Assist. Prof. Dr. Rousska Bozkova

Annotation:

The course aims to acquaint students with the essence and characteristics of the specific alternative type of tourism. Students will receive the necessary information about hiking trails, infrastructure access to them, facilities, mountain shelters, organization of excursions, calculation of excursions and local conditions for tourism, mountain and rock climbing and local and international clubs and associations for tourism and mountaineering in the tourist regions of the world. The developed program is intended for students majoring in Sustainable Tourism and its objectives for the students are: - to get acquainted with the characteristics of walking tourism and stakeholders in its development; - to get acquainted with the existing destinations for walking tourism in all tourist regions of the world; - consider approaches to increase the competitiveness and sustainable management and development of walking tourism.

Course content:

Systematic approach in sustainable development of the tourism industry. Essence and characteristics of walking tourism. Categorization of walking tours. Walking tourism infrastructure. Development of walking tourism in Bulgaria - legislation, resources, good practices. Development of walking tourism in the tourist region of Europe - resource security, good practices. Development of walking tourism in the countries of the tourist region of Africa - resource security, good practices. Development of walking tourism in the countries of the tourist regions of North and South America - resource security, good practices. Development of walking tourism in the countries of the tourist region Asia and Oceania - resource security, good practices. Development of walking tourism in the countries of the Middle East tourist region - resource security, good practices. Criteria and indicators for analysis and assessment of competitiveness in the regions for walking tourism. Plan to increase the competitiveness of the regions offering walking tourism. Cross-border walking routes. International walking tourism associations. Marketing in the sustainable management of walking tourism.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence in the implementation of the progress assessment and the results achieved by the set tasks and tests are of serious importance.

CREATIVE TOURISM

ECTS credits: 3

Hours per week: 21 + 0s

Form of knowledge assessment: progress assessment and exam

Type of exam: written

Semester: 6

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Teodora Kiryakova

Annotation:

The lecture course provides the necessary basic knowledge to optimize the preservation of creativity and motives for creativity in tourism. As a result of conducting the cycle of lectures and studying the material in the course, students acquire knowledge and skills to know creativity as a tool for achieving sustainable development in tourism. The course reflects the trends in the global reorientation of the tourism economy to the economy of the creative industries, the transformation

of classical economic resources such as labor and capital and the addition of new ones such as creativity, art and music. They are these international trends that determine the development of creative tourism at the national and regional level, reflecting the peculiarities of the knowledge economy and the principles of its functioning. The main goal is to provide knowledge, skills and application of the creative approach in the creation of a tourist product and the practice of tourism in general. The industrial application of the creative industries as a resource in tourism functions both in the sector of tangible production (industrial sector) and in intangible production (sectors of culture, science and education). Emphasizing two aspects is in fact the generalized main goal of the course, namely the presentation of the new type of socio-economic and cultural resources used by the creative industries, which lead to positive economic effects and sustainable growth.

Course content:

Terminological clarifications and modern concepts of creativity. Strategies for forming the creative personality and creative individuality. Classification of methods for activating creative thinking. Principles and rules of brainstorming. Syntectics, algorithms for solutions of inventive tasks, meevtics. Aesthetic values and creative pursuits of the new time. Creative modeling in tourism through cultural and entertainment programs. Tourist typology and combined motivation for creative tourism. Opportunities for creative modeling of tourism within sea and river tourism. Opportunities for creative modeling of tourism within the mountain holiday tourism. Opportunities for creative modeling of tourism within sea and river tourism. Opportunities for creative modeling of tourism within health tourism. Creative tourism through creativity and adventure. Creative tourism through spiritualism and esoterics. Creative tourism through in the cultural and creative industries. Centers for creative and art tourism. International forums for creative tourism. World destinations for creative tourism. Regional and national centers for creative tourism through creative industries.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence in the implementation of the progress assessment and the results achieved by the set tasks and tests are of serious importance.

TOURIST ANIMATION

ECTS credits: 3

Hours per week: 2l + 0s

Form of knowledge assessment: progress assessment and exam

Type of exam: written

Semester: 6

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Chf. Assist. Prof. Dr. Lubomira Pinelova

Annotation:

The lecture course is aimed at mastering the basic theoretical formulations and testing them in a real environment. Special attention is paid to the theory and practice in the field of tourist animation as a very important and extremely relevant direction in the technology of accompanying activities in tourism. The reason for the introduction of the discipline are the increased claims of the users of the tourist product to the quality of the tourist animation, which are more and more

urgent to leave the sphere of amateurism and to become an authoritative profession of highly educated workers in the field of tourism and in accordance with the requirements of the legislation. The aim of the course is to acquaint students with the origin, development and essence of tourist animation, to clarify the content of animation, its place in tourism.

Course content:

Essence and features of tourist animation. Historical overview of tourist animation. Prerequisites and factors for the development of tourist animation. A place of animation in the tourism industry. Content of the technological process in tourist animation. Types of animators. Resources of tourist animation. Typology of attractions. Special events. Classification and types of animation. Animation functions. The animation in the guide service - essence, types and features.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence in the implementation of the progress assessment and the results achieved by the set tasks and tests are of serious importance.

SUSTAINABLE TOURISM PROJECT MANAGEMENT

ECTS credits: 5

Hours per week: 3l + 1s

Form of knowledge assessment: progress assessment and exam **Type of exam:** written

Semester: 7

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Assist. Prof. Dr. Mariela Bogdanova

Annotation:

The lecture course examines the essence of project management activities from the search for information on project funding opportunities through the preparation of project documentation and application for funding to the actual implementation of projects, documenting their implementation and reporting. The course is designed for students as specialized information about the specifics of project activities and projects that aim to implement the concept of sustainable development and sustainable management in tourism. Sustainable Tourism Project Management is a discipline that should acquaint students with the specifics, requirements and practices of project management, subject to the requirements of funding bodies and programs at the level of the European Union, at the level of international organizations and programs in the field of tourism and economic development, as well as at the level of national and local authorities.

Course content:

Essence and features of the project activity in tourism, subordinated to the concept of sustainable development and sustainable. Stages of the project cycle. Search for information about project announcements (project stakes) and information about approved and successfully implemented projects for past periods. Preparation of project proposals and planning of the stages and activities for project implementation. Preparation of budgets for project proposals. Submission of project proposals. Monitoring the stages of selection and the need to submit additional information. Assignment of a won project: conclusion of grant contracts / financing agreements (subsidy); concluding partnership agreements; construction of the teams for implementation of the projects

and regulation of the activity for their implementation. Contractual activity with the partner organizations during the implementation of the projects. Management of payments and costs during the implementation of projects. Systems and practices for financial project management. Implementation of the project activity: operational planning, implementation and control of the individual project stages, work packages, work activities and work results. Quality management during project implementation. External organizations - quality controllers and evaluators. Quality management systems. Crisis situations and crisis management in the management of project activities and relationships with partner organizations. Conflict management with partner organizations and team members for project implementation. Preparation of interim and final reports. Audits and verification of costs. Publicity and dissemination and valorization of the results achieved during the project. Communication with project funding institutions. Control and monitoring of the implementation of projects by the financing institutions

Training and assessment technology:

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence in the implementation of the progress assessment and the results achieved by the set tasks and tests are of serious importance.

CERTIFICATION FOR SUSTAINABLE TOURISM

ECTS credits: 6

Hours per week: 3l + 1s

Form of knowledge assessment: progress assessment and exam **Type of exam:** written

Semester: 7

Methodical guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Ilinka Terziyska

Annotation:

The course aims to acquaint students with the basic types of certificates in the field of sustainable tourism. The main certification programs are considered both globally and nationally. Attention is paid to the possibilities for certification related to sustainable tourism in the main sectors in tourism: hotel and restaurant business, intermediary activity, hotel business. This is a discipline that should acquaint students with the opportunities for obtaining a certificate in the field of sustainable tourism and the benefits they bring. Students who successfully complete this course will: be familiar with the benefits of obtaining a certificate for sustainable tourism; orient themselves in the different certification opportunities according to the sector in which they operate; are familiar with the basic steps in certification; can take advantage of eco-certification in product and company positioning.

Course content:

Introduction. History of certification in sustainable tourism. Stakeholders in certification for sustainable tourism. Sustainable, eco, green, responsible tourism. Terminological clarifications. World organizations and certification programs for sustainable tourism. Certification programs for eco-tourism. Certification programs in the field of cultural tourism. Certification programs for sea tourism. Certification programs for urban tourism. Certification programs for rural tourism. Certification programs in the hotel industry. Certification programs in tour operator and agency

activities. Certification programs in the restaurant industry. Certification programs for tourist destinations. National certification schemes. Sustainable tourism and consumer behavior.

Training and assessment technology:

The training in the discipline is carried out in the form of lectures and seminars. The course ends with an exam. Priority in the training is given to the practical and independent work of the students. The knowledge, skills and competence in the implementation of the progress assessment and the results achieved by the set tasks and tests are of serious importance.

ENGLISH LANGUAGE IN TOURISM – PART TWO

ECTS credits: 6

Hours per week: 01+4s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 7

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Chf. Assist. Prof. Dr. Sophia Mirchova

Annotation:

The main goal of the course is to enrich the knowledge of students in specialized English, which they have received in previous courses of study, by filling in their gaps in the field of English grammar and vocabulary. The aim is to upgrade the skills and competencies of students to the Upper-Intermediate / Advanced level at the end of the bachelor's degree course, reaching a level of language proficiency that ensures the correct use of language structures and the necessary vocabulary for effective communication. The main tasks are: Improving the skills for orientation in the space of interference in the Bulgarian and English languages; Awareness of the specifics of the use of the studied language units and constructions in the British version of modern English; Recognition of language errors by Bulgarian users in English and development of the ability for correction and auto-correction; Recognition of non-book use in available original sources search for possible causes, explanations, accessibility and possibilities for correction. Building basic knowledge and skills for comparative analysis and use of the studied linguistic phenomena in the American standard of modern English as well as in non-literary use in accessible sources.

Course content:

The aim of the vocabulary exercises this semester is to provide an advanced level of competence and ability to use lexical items in a real language situation. This is achieved by increasing and enriching the active vocabulary of students. The presented vocabulary becomes more complicated and specializes in the transition to a higher level. Particular attention is paid to the systematic relations in the vocabulary of the language as synonymous nests and semantic fields, as well as to the independent preparation, as an element for increasing not only the spelling competencies of the students, but also their vocabulary. Grammar classes are mainly aimed at enhancing the level of proficiency in grammatical structures and increasing the language competence of students at a higher level of proficiency in specialized English. On the one hand, the module pursues a corrective goal, and on the other - the introduction of basic theoretical concepts and terminology. This module pays attention to and recalls or explains grammatical structures such as the temporal system in modern English, the suffering and active participle, ways of expressing unreality, emphatic constructions and types of conditional sentences. The module has a practical orientation.

It aims to develop students' skills to analyze text and translate from Bulgarian to English and from English to Bulgarian. It is focused not only on increasing the language competence of students, but also on mastering translation as a skill related to the creation of a coherent text, semantically and stylistically dependent on the original. The module is related to the analysis of original texts, independent extracurricular preparation of texts for translation, work with reference literature and discussion of the translated variants. The aim is to provide an opportunity for practical preparation of students for their future professional realization in the field of sustainable tourism management. This module is related to building skills for independent work, followed by a discussion of a text already translated for homework. The translations from Bulgarian into English, as well as from English into Bulgarian are mainly grammatical with a focus on basic grammatical structures learned in the Grammar module. The texts are selected depending on the level of English language proficiency. The Conversation module, as part of the general Practical English course, aims to develop students' speaking skills, with an emphasis on their ability to interpret problems of a general scientific nature, as well as specific problems in the field of sustainable tourism. As a separate module, it is most strongly represented in the last two courses of study, and after this period students are expected to speak English fluently without this being explicitly required. This module focuses on the freedom of students to express themselves fluently in English. At the beginning of the semester, students are given the opportunity to choose the topics they want to discuss, and the classes take the form of a presentation in which a student presents orally the topic he has previously prepared and subsequent discussion with the rest of the group of students.

Teaching and assessment:

Course teaching is in the form of seminars. The course ends with an exam. Priority in educational process is given to the practical and independent work of the students. The knowledge, skills and competence in the implemented of the curriculum seminars are assessed by colloquium, and the results achieved by the set tasks and tests are of great importance.

GERMAN LANGUAGE IN TOURISM – PART TWO

ECTS credits: 6

Hours per week: 01+4s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 7

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Senior Lecturer Dr. Olga Kostadinova

Annotation:

The main goal of the course is to upgrade the knowledge and foreign language skills of students for the specific goals of tourism and sustainable development. These include the development of competencies for a verbal foreign language response, but also the deepening of knowledge of specialized terminology and communication for the application of the goals of sustainable development. The main tasks are: To facilitate the mastery of the peculiarities of the German language in specific situations for tourist communication; to promote the acquisition of skills in students to know the rules of the German language in communicative expressive use for the purposes of tourism; to promote the acquisition of skills in students for timely response through remarks to the partner (tourist) involved in the conversation; to deepen the students' knowledge of

knowledge for forming short texts and dialogues in tourist terminology. The expected results are: Maximum expansion of the active vocabulary of the students; Achieving a high level of mastery of basic language skills are the specific objectives of tourism. Creating skills for understanding and translating an original text, as well as the skills for using the studied language constructions in the field of tourism.

Course content:

Berufsfeld: Reisebüroassistent. Arten von touristischen Büros. Einrichtung von Reisebüros. Der perfekter Reiseberater. Beratungsgespräche. Verkaufsstrategien und indirektes Marketing. Die acht Schritte der Beratung. Terminologie und Themenfelder von Reisewörtern. Mindmaps – Spezielle Arten von Tourismus. Messeplätze in Deutschland. Touristische Mega-Zentren. Große Urlaubsmessen. Einladung zur Messe schreiben. Auszug aus einem Messekatalog. Auszüge aus einer Informationsbroschüre. Dialoge auf der Messe. Wortschlange, Gruppenspiele. Visualisieren und präsentieren für die Zwecke des Tourismus. Die Weinstadt Stuttgart. Anbaugebiete und Weinstraßen in Deutschland. Weinanbaugebiete in Europa. Andere touristische Straßen. Weine Entdecken und empfehlen. Interkulturalität im Umgang mit dem Alkohol. Güterklassen. Die Typologie der Touristen. Das Etikett im Tourismus – ein Buch mit vielen Seiten. Moderne Reisen. Moderne Bedienung. Anforderungen an junge Mitarbeiter in der Tourismusbranche. Selbstschätzung. Bewerbung. Übersicht der Bewerbungsschritte. Vorstellungsgespräch. Tipps für perfekte Bewerbung. Teamarbeit und Projektarbeit für einen nachhaltigen Tourismus. Globale Ziele des Tourismus.

Teaching and assessment:

Course teaching is in the form of seminars. The course ends with an exam. Priority in educational process is given to the practical and independent work of the students. The knowledge, skills and competence in the implemented of the curriculum seminars are assessed by colloquium, and the results achieved by the set tasks and tests are of great importance.

RUSSIAN LANGUAGE IN TOURISM – PART TWO

ECTS credits: 6

Hours per week: 01+4s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 7

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Chf. Assist. Prof. Dr. Sonia Hristova

Annotation:

The mastered knowledge within the course of business Russian and the course of Russian in tourism is upgraded - the first part of knowledge about the functioning of the language in the field of business communications and tourism. The emphasis is on the preparation of students for speech development and the creation of communication skills in the field of tourism in view of the specifics of the specialty. The knowledge of the grammatical structure and functioning of the language is deepened, creating strong and flexible associations between the linguistic means and the content of speech, so that the student can use the grammatical material to express their thoughts and understand a foreign language in Russian. The grammatical material is presented in a complex

way / vocabulary and grammar, syntax and morphology are combined / , concentrically / attention is paid to the semantic side of the studied units / and contrastively / it is compared with the system of the Bulgarian language and correlates with the real situations of communication /. The course aims to maximize the active vocabulary of students, especially in the field of sustainable tourism, and achieve a sufficiently high level of proficiency in basic language skills.

Course content:

Manager in the tourism business. Wedding tours. Noun: gender, number and maturity. Selection and design of the trip - offer. Maturity system of the Russian language. Declension of nouns. Excursion-cognitive tourism. Pronouns in the genitive case. Parent due date without prepositions. Insurance. Extreme tourism. Parent case with prepositions. Meanings of prepositions. Visas. Cruises. Parent case in nouns and verbs. Cognitive tourism. Cultural and cognitive routes. Dative case. Hotel, accommodation, meals. Rural tourism. Accusative case with prepositions and without prepositions. Verbs for movement. Alpine tourism. Services provided. Creative maturity. Recreation and entertainment. Hunting and fishing. Proposed maturity. Comparison of proposed and accusative maturity. Sports and active recreation. Animation. Adjective - species. Declension of adjectives. Medical assistance in the resorts. Ecology and tourism. Degrees for comparison of adjectives. Integration of the interests of the "sustainable" tourist, local structures and the public, business in sync with environmental protection. Quantitative numerals. Strategies for sustainable tourism. Supply and demand. Wine and gastronomic tourism. Active and passive constructions. Direct and indirect speech - transformations. Departure and departure of tourists. Impressions and feedback. Transport and communications - types. Trade. Repetition of the maturity system. Conditional constructions.

Teaching and assessment:

Course teaching is in the form of seminars. The course ends with an exam. Priority in educational process is given to the practical and independent work of the students. The knowledge, skills and competence in the implemented of the curriculum seminars are assessed by colloquium, and the results achieved by the set tasks and tests are of great importance.

INTERNSHIP – PART TWO

ECTS credits: 3

Hours per week: 01+2s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 7

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Chf. Assist. Prof. Dr. Sophia Mirchova

Annotation:

Students acquire knowledge about the various accommodation establishments, the nature and role of additional hotel services and activities, animation in the hotel industry, the technology of specific business activities and services related to the hotel, restaurant and tourism, the All Inclusive system, as well as additional activities. related to tourism infrastructure and others. The aim of the course is for students to upgrade their knowledge and skills in the subject taught in the first part of this course and to strengthen their knowledge in this area. The main tasks that should be solved in the implementation of the curriculum are: 1. Acquisition of knowledge about the

nature and role of additional services in tourism. 2. Acquisition of knowledge and practical skills for the organization of transport, tour guide and trade services in the sale of goods in the trade network of tourism. 3. Introduction to the nature and specifics of different types of tourism (agricultural and rural tourism, congress tourism, hunting tourism, youth tourism, hobby tourism, etc.). The expected results will create skills for practical application of the acquired techniques and knowledge, which are the basis of a number of hotels, restaurant activities, as well as those related to tour operator and travel agency activities.

Course content:

Essence and role of additional activities and services in tourism. Technology of specific business activities and services related to hotels, restaurants and tourism. Congress tourism. Roadside tourist service. Camping. Glamping. Tourism in villages with unique sights in Bulgaria. Hobby tourism. Agricultural (rural) and ecological tourism. Technology of the intermediary activity. Technology of the tour operator and travel agent activity. Technology of the reservation activity. Types of reservation systems. Technology of trade services in the sale of goods and souvenirs in the trade network of tourism. Technology of transport services in tourism. Guide service technology. Tourist animation technology. Technology of infrastructure activities.

Teaching and assessment:

Course teaching is in the form of seminars. The course ends with an exam. Priority in educational process is given to the practical and independent work of the students. The knowledge, skills and competence in the implemented of the curriculum seminars are assessed by colloquium, and the results achieved by the set tasks and tests are of great importance.

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TRANSPORT SERVICES IN TOURISM

ECTS credits: 5

Hours per week: 21+1s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 7

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Chf. Assist. Prof. Dr. Sophia Mirchova

Annotation:

Students studying the discipline get acquainted with the technology of transport services for the needs of tourism. The course reveals the technology of transport services according to different types of transport - air, water, bus, rail and others. Introduces the students with the possibilities for development of new types of transport, for example intermodal. The aim of the course is for students to acquire knowledge of the subject, which includes transport corridors and their impact on tourism, current trends in transport systems and global practices leading to sustainable transport. The main tasks that should be solved during the implementation of the curriculum are:

1. Acquisition of knowledge about the nature and role of transport services in tourism.
2. Acquisition of knowledge about the organization of tourist trips with different types of transport.
3. Getting acquainted with the specific transport infrastructure. The expected results are to create skills for organizing tourist trips with different modes of transport (cruises, charters, attraction trains, etc.).

Course content:

Technology of transport services in tourism. Technology of transport services by types of transport. Transport fees and tariffs. Intermodal transport. Transport corridors and their impact on tourism. Modern trends in the transport system. Sustainable development of the transport system of Bulgaria. Transport and environment. World practices leading to sustainable transport development. Normative documents related to transport. Transport policy. Intelligent transport systems. Transport infrastructure. Transport and Logistics. Infrastructure projects in the field of transport.

Teaching and assessment:

Course teaching is in the form of lectures and seminars. The course ends with an exam. Priority in educational process is given to the practical and independent work of the students. The knowledge, skills and competence in the implemented of the curriculum seminars are assessed by colloquium, and the results achieved by the set tasks and tests are of great importance.

TOURISM SUPERSTRUCTURE**ECTS credits: 5****Form of assessment:** progress assessment and exam**Semester: 7****Methodological guidance:**

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Gergana Angelova**Annotation:**

The lecture course examines the essence, features and significance of the tourism superstructure. Students consistently get acquainted with the different types of superstructure in tourism according to the type of tourist activity and according to the type of tourism. The aim of the course is to acquaint students with the main features, factors and opportunities for the development of the tourist superstructure, as well as with the principles of spatial planning of the tourist facilities. The main tasks that should be solved during the implementation of the curriculum are: 1. Acquiring of knowledge about the essence and importance of the superstructure for the development of tourism. 2. Acquiring of knowledge about the categorization of the hotel and restaurant superstructure in Bulgaria. 3. Introduction to the main types of tourism superstructure at the world level - enterprise and macro level - type of tourism. The expected results are the formation of knowledge and skills for spatial planning of the tourism facilities, incl. recreational arrangement of the territory and zoning.

Course content:

Essence, features and significance of the superstructure in tourism. Place of the superstructure in the tourism system. Factors determining the development of the tourist superstructure - legislative, political, economic, technological, information and communication, natural and ecological, demographic and socio-cultural, psychological. Typology of the tourist superstructure - according to the scope and functional specificity, according to the tourist activities and according to the type of tourism. Hotel superstructure - essence and features. Main types of hotel establishments in Bulgaria according to the Ordinance for categorization of the accommodation places and the establishments for food and entertainment. Restaurant superstructure - essence and features. Types of restaurants in Bulgaria according to the Tourism Act and the Categorization Ordinance.

Hours per week: 21+1s**Exam type:** written

Superstructure for tour operator and agency activity. Ordinance on the requirements for the location, suitability and equipment of the premises for carrying out tour operator and / or travel agency activities and for the education, language qualification and length of service of the staff. Transport superstructure. Features of the superstructure of railway, road, water, air and specialized tourist transport. Information, trade and green superstructure. Types of superstructure for tourist information services. Specifics and types of retail outlets. Parks and green areas. Superstructure for sea and mountain tourism. Nature and types of superstructure for sea and mountain tourism. Requirements to the superstructure for development of sea and mountain tourism. Superstructure for specialized types of tourism. Specific facilities and equipment. Superstructure for medical and SPA tourism. Spa (medical SPA) centre, SPA centre and Wellness centre. Facilities and equipment of the centres for medical and SPA tourism. Superstructure for leisure and business tourism. Amusement and theme parks. Business hotels, congress halls, business and congress centres. Superstructure for cultural and ecotourism. Sites of historical value, museums, galleries, architectural sites. Eco trails and observation decks. Spatial planning of the tourist material base. Factors determining the territorial location of the tourist material base - tourist resources, tourist flows and socio-cultural environment, ecological specifics of the territory, development of other economic branches, economic factors. Trends and prospects for development of the tourist superstructure - quantity, capacity and capacity; quality; territorial distribution; territorial structure; new technologies and innovation processes.

Teaching and assessment:

Course teaching is in the form of lectures and seminars. The course ends with an exam. Priority in educational process is given to the practical and independent work of the students. The knowledge, skills and competence in the implemented of the curriculum seminars are assessed by colloquium, and the results achieved by the set tasks and tests are of great importance.

HUNTING TOURISM

ECTS credits: 5

Hours per week: 21+1s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 7

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Chf. Assist. Prof. Dr. Sophia Mirchova

Annotation:

Students studying the discipline get acquainted with the wild flora and fauna and the peculiarities of its development, conservation and enrichment. The course reveals the specifics of the organization of hunting trips and the service of foreign hunters. Introduces the cold with the possibilities of the country for practicing international hunting tourism. The aim of the course is for students to acquire knowledge and skills in the subject, which includes the historical development of hunting tourism, conditions and resources needed for the practice of hunting tourism, material and technical base, as well as the economic characteristics of hunting tourism and accompanying hunting tourism activities. The main tasks that should be solved during the implementation of the curriculum are: 1. Acquisition of knowledge about the nature of hunting tourism. 2. Acquisition of knowledge and practical skills for the organization of hunting trips and

servicing of tourists interested and practicing this type of tourism. 3. Getting acquainted with the specific features of hunting tourism. The expected results are to create skills for organizing hunting tourism. Knowledge of the Hunting Act is required.

Course content:

The essence of hunting tourism. Historical development of hunting tourism in Bulgaria. Prerequisites and resources for the development of hunting tourism. Hunting tourism and its connection with ecological and rural tourism as alternative forms of tourism. Hunting farms. Hunting trophies. Financial income from hunting tourism. Economic importance of hunting tourism. Good practices for hunting tourism in Bulgaria. Hunting tourism infrastructure. Legislation in the field of hunting tourism. Organized hunting tourism. Development of hunting tourism in Europe. Development of hunting tourism in Africa. Development of hunting tourism in South America.

Teaching and assessment:

Course teaching is in the form of lectures and seminars. The course ends with an exam. Priority in educational process is given to the practical and independent work of the students. The knowledge, skills and competence in the implemented of the curriculum seminars are assessed by colloquium, and the results achieved by the set tasks and tests are of great importance.

ORNITHOLOGICAL TOURISM

ECTS credits: 5

Hours per week: 21+1s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 7

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Ilinka Terziyska

Annotation:

The course aims to familiarize students with the main characteristics of ornithological tourism. The main world destinations and good practices are considered. Attention is paid to the opportunities for development of this type of tourism in Bulgaria, taking into account both local resources and global trends in supply and demand. The course should acquaint students with the characteristics of wine and culinary tourism and the resources that Bulgaria has for the development of these types of tourism. Students who successfully complete this course will: - be familiar with the peculiarities of ornithological tourism; - have basic knowledge about the diversity of avifauna in Bulgaria; - know the latest trends in the supply and demand of this insignificant type of tourism; - know the legal framework, which is related to the development of ornithological tourism.

Course content:

Ornithological tourism - definition, types. Legislation related to ornithological tourism. World destinations for ornithological tourism. Main bird species of interest for ornithological tourism. Destinations for ornithological tourism in the Balkans. Destinations for ornithological tourism in Bulgaria. Birdwatching tours. Features, components, types. Good practices in ornithological tourism. Marketing in ornithological tourism. Tourist product design. Marketing in ornithological

tourism. Distribution channels for ornithological tours and bird watching sites. Marketing in ornithological tourism. Promotional activities. Tourist behavior in ornithological tourism.

Teaching and assessment:

Course teaching is in the form of lectures and seminars. The course ends with an exam. Priority in educational process is given to the practical and independent work of the students. The knowledge, skills and competence in the implemented of the curriculum seminars are assessed by colloquium, and the results achieved by the set tasks and tests are of great importance.

COMPETITIVENESS AND SUSTAINABLE TOURISM

ECTS credits: 5

Hours per week: 31+1s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 8

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Dr. Maria Stankova

Annotation:

The course is oriented to the main topics of the theory of competitiveness and successful practices of tourism. Its teaching is related to clarification of basic terminological concepts related to competitiveness in tourism and tourism enterprises; by characterizing the main sources for ensuring their competitiveness and the sources of competitive advantage. Special attention is paid to the analysis and assessment of competitiveness in tourism, the emergence and implementation of the idea of assessing competitiveness; of competitiveness criteria and indicators and evaluation methods in relation to it. Students acquire general theoretical and special knowledge about competitiveness in connection with the implementation of tourist activities. The aim of the course is for students to acquire knowledge, skills and habits to analyze the competitive environment and knowing the successful tourism practices of tourism to be prepared theoretically to effectively manage each tourism company. The course introduces students to the main aspects of managing the competitiveness of tourism enterprises. Students who successfully complete this course develop skills to analyze the development of tourism in a particular destination and the competitive advantages of a tourism product; to know in detail the aspects of the management of the competitiveness of the tourist product; to assess the competitiveness of the tourist product, as well as to subject it to comparative analysis on all possible criteria and indicators, knowing well the methodology and tools; to characterize the possibilities for ensuring the competitiveness of the tourist company and the sources of competitive advantage for the tourist product; to apply the obtained general theoretical and special knowledge in the implementation of tourist activities and to perform expert assessment of the competitiveness of a tourist site.

Course content:

Competition and competitiveness. Criteria, indicators and methods for analysis and assessment of the competitiveness of tourism activities. Methodology for analysis and assessment of the competitiveness of tourist activities. Peculiarities in the analysis and assessment of the competitiveness of the tourist activities for the different sectors of tourism and its connection with the formation of the individual salary. Criteria, indicators and methods for analysis and assessment of the competitiveness of tourist sites. Methodology for analysis and assessment of the

competitiveness of tourist sites. Features in the analysis and assessment of competitiveness in different sectors of tourism. Criteria and indicators and methods for analysis and assessment of the competitiveness of products used in tourism. Methodology for analysis and assessment of the competitiveness of products used in tourism. Management of the competitiveness of enterprises in the tourism industry. Policy of enterprises in the tourism industry to ensure their competitiveness. Legal regime of competition.

Teaching and assessment:

Course teaching is in the form of lectures and seminars. The course ends with an exam. Priority in educational process is given to the practical and independent work of the students. The knowledge, skills and competence in the implemented of the curriculum seminars are assessed by colloquium, and the results achieved by the set tasks and tests are of great importance.

MANAGEMENT OF TOURIST EXPERIENCES

ECTS credits: 4

Hours per week: 31+0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 8

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Ilinka Terziyska

Annotation:

The course aims to acquaint the students with the desire for a tourist experience that drives the behavior of the modern tourist as he travels in pursuit of unique and unusual destinations and activities. Therefore, the creation of a memorable and lasting experience is a prerequisite for all tourism business organizations, regardless of the nature of their products or services. This discipline focuses on the conceptualization, design, staging, management and marketing paradigms of the tourist experience in terms of supply and demand. It sheds significant light on current theories, practices and future developments in the arena of travel experience management. The developed program is intended for students majoring in "Sustainable Tourism" and its objectives are students: - to get acquainted with the concept and typology of tourist experiences; - to get acquainted with the opportunities for tourist experiences in all tourist regions of the world; - to consider the approaches for managing the tourist experiences from the point of view of the different types of tourism and the different activities in tourism.

Course content:

Concept of tourist experiences. Typology of tourist experiences. Supply and demand of tourist experiences. The role of travel agencies and tour operators in the management of tourist experiences. The connection of the hotel industry with the management of tourist experiences. The connection between the restaurant business and the entertainment establishments and the management of the tourist experiences. The activities for providing additional tourist services and the connection with the management of tourist experiences. Management of tourist experiences in different types of tourism - Balneological, SPA and wellness tourism, rural tourism, educational tourism, hunting and fishing tourism, ornithological tourism. Management of tourist experiences in different types of tourism - ecological tourism, ski and mountain tourism, sea tourism, event

tourism, cultural tourism. Cases for tourist experiences in Bulgaria. Cases for tourist experiences in the tourist region of Europe. Cases for tourist experiences in other tourist regions of the world. New technologies and their role in the management of tourist experiences. Development and management of a new tourist experience. Marketing of tourist experiences.

Teaching and assessment:

Course teaching is in the form of lectures. The course ends with an exam. Priority in educational process is given to the practical and independent work of the students. The knowledge, skills and competence in the implemented of the curriculum seminars are assessed by colloquium, and the results achieved by the set tasks and tests are of great importance.

NATURE PROTECTION

ECTS credits: 3

Hours per week: 21+0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 8

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Ilinka Terziyska / Chf. Assist. Prof. Dr. Lubomira Pinelova

Annotation:

Biodiversity is a serious resource for tourism development. Its protection is the basis for the implementation of the concept of sustainable tourism. Of particular importance in this regard is the system of protected areas. These are territories that are considered as national and universal wealth and property and as a specific form of nature conservation, contributing to the development of culture and science and the well-being of society. In addition, the conservation of biological diversity, both at the species level and at the habitat level, is also essential for the implementation of the concept of sustainable tourism. The aim of the course is to acquire basic knowledge about the nature and importance of biodiversity as a resource for tourism development. To create skills for working with different categories of protected areas and individual elements of biological diversity.

Course content:

Origin, condition and development of the problem of biodiversity conservation in Europe and other continents. National parks. Nature parks. Nature reserves. International cooperation for the conservation of biological diversity and protected areas. National and nature parks and reserves in Bulgaria. National ecological network in Bulgaria. Protected areas in Bulgaria. Announcement and changes in the Protected Areas. Management plans and development plans and projects. Conservation of plant, animal and fungal species. Trade in endangered species of wild flora and fauna. Preservation of ancient and remarkable trees. Organs for control and management of biological diversity. Coercive administrative measures and administrative penal provisions.

Teaching and assessment:

Course teaching is in the form of lectures. The course ends with an exam. Priority in educational process is given to the practical and independent work of the students. The knowledge, skills and competence in the implemented of the curriculum seminars are assessed by colloquium, and the results achieved by the set tasks and tests are of great importance.

VOLUNTEER TOURISM

ECTS credits: 5

Hours per week: 3l+1s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 8

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Dr. Ivaylo Ivanov

Annotation:

The course is dedicated to the problem of the current state and prospects for the development of volunteer tourism. The course reveals the connection between the classical meaning of the concept of volunteering and volunteer tourism. The main goal is to acquaint students with the socio-historical events that led to the development of volunteering and volunteer tourism worldwide, and in particular in Bulgaria. The course discusses a number of issues related to fundamental differences between existing types of volunteer tourism; the conceptual framework for the development of volunteer tourism is presented as part of the specialized types of tourism. The expected results are to create skills for analysis and application of volunteer tourism through the mechanisms of sustainable development. Upon successful completion of the course, students should have knowledge of the purposes of volunteer tourism for the preservation of world cultural heritage through volunteer activities in international environmental expeditions, international routes and other programs of environmental organizations.

Course content:

Formation and development of volunteering. Popular volunteer programs run by NGOs around the world. Volunteering as a priority area for the development of the modern educational space. Status and development of tourist volunteering. Practical activity in field expeditions and volunteer tourism. Excursion and cognitive activities through volunteer tourism. Research activities, extreme tourism and volunteer tourism. Volunteer tourism within programs to national and regional museums, archeological projects, expeditions. Volunteer tourism in support of event tourism. Nature conservation activities and volunteer tourism. Volunteer tourism and the principles of sustainable tourism. Participation of Bulgarian volunteers in international projects for volunteer tourism. Support for volunteering and volunteer tourism in international projects and programs. Volunteer tourism as a learning tool for all ages. Excursion and cognitive activities through practical work in field expeditions. Research activities, extreme tourism and volunteer tourism. International volunteer organizations, programs and projects for volunteer tourism. Prospects for the development of volunteer tourism in Bulgaria and in the world.

Teaching and assessment:

Course teaching is in the form of lectures. The course ends with an exam. Priority in educational process is given to the practical and independent work of the students. The knowledge, skills and competence in the implemented of the curriculum seminars are assessed by colloquium, and the results achieved by the set tasks and tests are of great importance.

MOUNTAIN GUIDING

ECTS credits: 5

Hours per week: 3l+1s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 8

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Teodora Kiryakova

Annotation:

Mountain Guiding is a discipline that should acquaint students with the specifics, requirements and standards of organizing tourist packages including mountain hiking and staying in mountain conditions in the use of accommodation and the use of specialized equipment for camping and travel in the planned tourist routes. Students must acquire the following specific competencies, in accordance with level 6 of the EQF, respectively level 6B of the NQF: To have the ability to independently develop and propose management decisions regarding the planning, organization and conduct of hiking and tourist stays in the mountains conditions; To have the ability to integrate into a team and to have the capacity to form and organize teams of people for hiking; To have the capacity to apply the basic rules for safe work during the stay in the mountains, using personal protective equipment, to know and use collective protective equipment and to protect the environment; To select and use effective ways of communication with tourists and participants in the service and care of tourists and to be able to report on the work done; To know and have the capacity to apply the general rules for working with specialized equipment and facilities and use ready-made schemes and routes in their work. To have the capacity to use modern methods of group management; To be able to analyze the upcoming events and to present and process the final results. To have the capacity to read and use technical, geographical and organizational documents related to its activities, to be able to keep records, to plan and manage financial resources. To have the capacity to identify the dangers in the mountains and to be able to protect the tourists led by him; To be able to take the necessary and proper care for the health and safe passage of customers (tourists) on the routes; To have the ability to inform tourists and require them to conduct behavior that preserves, preserves and promotes the flora in Bulgaria. To have the capacity to select and properly use the main materials and final products used in the equipment (mass and personal) and equipment and to work with specialized equipment; To have the capacity to use and handle specialized facilities and appliances and to maintain them in good condition. To have the capacity to select and use different means of communication.

Course content:

The essence of mountain leadership and its development in Bulgaria. Forms of mountain hiking, personal equipment of the tourist and application of alpine equipment in hiking. Physiological impact of mountaineering, mountain hiking and the stay in the mountains of the participants in the mountain hiking. Organization of traffic when conducting hiking or hiking. Tourist markings and mountain walking techniques. Topography, orientation and relief characteristics. Duties and responsibilities of the mountain guide and the participants in the mountain hiking. Safety control system of the participants in the hiking mountain tourism. Behavior of the tourist in critical situations. Dangers in the mountains and ways to protect. Basic knowledge of meteorology in mountain conditions. Description of the main mountain routes in the mountains of Rila, Pirin, Stara Planina, Vitosha, Rhodopes. Mountain routes passing through or in close proximity to protected areas: national parks, nature parks and reserves in Bulgaria. Visits to unique natural landmarks in Bulgaria. Biodiversity and conservation in Bulgaria.

Teaching and assessment:

Course teaching is in the form of lectures. The course ends with an exam. Priority in educational process is given to the practical and independent work of the students. The knowledge, skills and competence in the implemented of the curriculum seminars are assessed by colloquium, and the results achieved by the set tasks and tests are of great importance.

EXTREME TOURISM

ECTS credits: 5

Hours per week: 3l+1s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 8

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Dr. Maria Stankova

Annotation:

The course aims to acquaint students with the essence and types of this form of alternative tourism. This group of tours of different seasonality and environment has its biggest supporters among young people and people working in stressful environments, for whom communication with nature and its combination with a certain activity or sport is extremely important. The aim of the course is its students: to get acquainted with the nature and types of adventure tourism; to get acquainted with the opportunities for practicing adventure tourism in the country and abroad; to get acquainted with the essence of adventure tours as an alternative form of tourism. Students who successfully complete this course will acquire skills: To organize adventure tours; To develop routes for adventure tourism; To offer business ideas for the development of tourist sites related to adventure tourism; To conduct research on the development of adventure tourism in the region from which they come; To make a SWOT analysis of the development of adventure tourism in the regions they consider; To prepare a map for the development of adventure tourism in a given region.

Course content:

Nature and historical development of extreme tourism. Types of extreme tourism. Extreme adventure tourism. Extreme tourism and opportunities for its development in Bulgaria. Extreme sports - land, air, water, etc. Forms of extreme tourism - canyoning, zorbing, speleo tourism, paintball and more. Geocaching - a form of adventure tourism. Space tourism. Fairy tourism. Organizing extreme tours. International Organization for Adventure Tourism - ATTA. Extreme tourism and opportunities for its development in Europe. Extreme tourism and opportunities for its development in Asia. Extreme tourism and opportunities for its development in Africa. Extreme tourism and opportunities for its development in South and North America. Extreme tourism and opportunities for its development in Australia and New Zealand.

Teaching and assessment:

Course teaching is in the form of lectures. The course ends with an exam. Priority in educational process is given to the practical and independent work of the students. The knowledge, skills and competence in the implemented of the curriculum seminars are assessed by colloquium, and the results achieved by the set tasks and tests are of great importance.

GEOTOURISM

ECTS credits: 3

Hours per week: 21+0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 8

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Dr. Maria Stankova

Annotation:

The course is focused on revising the concept of the nature of tourism and discovering new dimensions for its diverse social impact. The urgency of the issue is determined by the growing importance of sustainable development as a way for complex change in socio-economic life. The curriculum follows the theoretical statements needed to clarify the specifics of geotourism and its practical manifestation. Special attention is paid to its ability to maintain and increase the geographical potential of the tourist destination, culture, environment, cultural heritage and the well-being of the local community. The aim of the course is primarily for tourism students to master the necessary knowledge to organize geotourism trips and maintain the geotourism potential of tourist destinations, both around the world and in Bulgaria.

Course content:

Essences and features of geotourism. Geotourism as an opportunity for sustainable development and preservation of experiences for future generations. Development of the concept of geotourism. Geotourism charter. Geo-sciences and tourism. Prerequisites and opportunities for transformation of a geological site into a tourist site. Species diversity and specific features of the geotourism product. Geological diversity. Geological monuments. Paleotourism and archeotourism. Market segments in geotourism. Typology and user models for geo-tourists. Development of a geo-tourist destination. Restrictions and effects from the tourist development of the territory. Determining the manifestations and characteristics of geotourism influences. Services accompanying the organization and conduct of geo-tourist travel.

Teaching and assessment:

Course teaching is in the form of lectures. The course ends with an exam. Priority in educational process is given to the practical and independent work of the students. The knowledge, skills and competence in the implemented of the curriculum seminars are assessed by colloquium, and the results achieved by the set tasks and tests are of great importance.

SPORTS TOURISM

ECTS credits: 3

Hours per week: 21+0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 8

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Chf. Assist. Prof. Ivanka Vasenska

Annotation:

The lecture course examines the theoretical and practical application of sports tourism, which is becoming increasingly popular and how sport can be of great benefit to the development of tourism. The course aims to reveal the essence of sports tourism and its specific application in practice in the field of sustainable tourism and the fields of tourism and the economy of hospitality. The course aims to reveal the essence of sports tourism and its specific application in practice in the field of sustainable tourism and the field of hospitality economics. The main tasks to be solved in the implementation of the curriculum are: 1. Acquisition of knowledge about the nature of sports tourism, its role in society and the economy, as well as its importance from a socio-economic point of view. 2. Acquisition of knowledge and practical skills for the impact of sporting events on the creation and maintenance of a positive image of the host place. 3. Acquaintance with the main resource provision of the destinations for sports tourism. The planning and policies of sports destinations for management and marketing, as well as the impact of sports tourism on the environment.

Course content:

Sports tourism and sustainable development. History, subject, development. Introduction to the analysis of the destination for sports tourism. Analysis of the resources of the destination for sports tourism. Introduction to the policy and planning of the destination for sports tourism. Sports and tourism policy: the contexts of national and regional policy for sports tourism destinations. Introduction to marketing and destination management for sports tourism. Marketing, media and promotion on site. Sports tourism behaviour: an example of the Masters Games. Winter sports destinations: dealing with seasonality. Destinations for sports and urban tourism: the evolving functions of sports, tourism and entertainment at the modern stadium. Impacts of sports tourism on the environment and natural resources. Economics of sports, entertainment and recreation. Sales management in sports, entertainment and recreation. Sports tourism experiences and their importance for the image of sports tourism destinations. Culture, sports and tourism: the case of the Arctic Winter Games. The influence of sport on the development of the destination: the case of the golf course in St. Andrews, Scotland. Social innovation and sports. Linking corporate social responsibility in sport to community development: an added source of value for the community.

Teaching and assessment:

Course teaching is in the form of lectures. The course ends with an exam. Priority in educational process is given to the practical and independent work of the students. The knowledge, skills and competence in the implemented of the curriculum seminars are assessed by colloquium, and the results achieved by the set tasks and tests are of great importance.

