



SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"

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Department of Tourism ECTS Information Package

Major of Tourism

I. Requirements for the professional qualities and competencies of graduates of the specialty

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

The pragmatically organized curriculum is in line with the requirements of the modern labor market and has as its main goal to prepare competitive, highly qualified specialists in the tourism industry.

Graduates of the "Tourism" specialty receive key competencies for work as experts and managers in the marketing, production, innovation, investment, accounting, financial and intermediary activities of companies in the tourism industry.

The program provides language and advanced language-applied and theoretical training to students and profiles their training in the field of specialized language competencies for the purposes of tourism and business.

The training in the bachelor's program provides:

Specific knowledge related to the peculiarities of the functioning of tourism enterprises. The specialist with the educational and qualification degree "bachelor" in the specialty "Tourism" possesses a high organizational, social and economic culture. He acquires knowledge about the effective use in tourism of geographical, climatic, balneological conditions, as well as the richness and originality of national and foreign monuments of history, folklore, traditions and original architecture. Particular attention is paid to language preparation and skills for business communications and conducting business correspondence in Bulgarian and foreign languages.

Graduates of the Bachelor's program "Tourism" receive specialized training, allowing them to work according to the Alphabet of the National Classifier of Positions and Professions (2011) as:

- 4226 / 2003 Receptionists with general functions
- 1412 / 2003 Manager, self-service restaurant;
- 1412 / 3004 Manager, pastry shop / cafe;
- 1412 / 3005 Manager, bar;
- 1412 / 3006 Manager, restaurant;
- 1412 / 3007 Manager, restaurant; - 1412/3008 Manager, food preparation and delivery (catering);
- 1412 / 3009 Manager, restaurant department;
- 1412 / 3011 Restaurant Manager; - 1431/3015 Recreation Manager; - 1431/3017 Casino Manager;
- 1431 / 3020 Manager, amusement/amusement parks;
- 1431 / 6021 Head of Cultural Activities Department;

- 1431 / 6022 Head of Department, Recreation;
- 1431 / 6023 Head of Department, Sports Activities;
- 1439 / 3001 Manager, public service institution;
- 1439 / 3003 Manager, camping;
- 1439 / 3004 Manager, travel agency;
- 1439 / 3005 Manager, service desk;
- 1439 / 3006 Manager, hut;
- 1411 / 3001 Manager, hotel department;
- 1411 / 3002 Manager, hotel;
- 1411 / 3003 Manager, motel;
- 1412 / 3001 Manager, catering establishment;
- 1439 / 6007 Head of Department in Travel Agencies;
- 1439 / 3008 Manager, contact center;
- 1439 / 3009 Manager, conference center;
- 4221 / 3001 Consultant, passenger transport
- 4221 / 3002 Organizer, passenger transport
- 4221 / 3003 Organizer, travel
- 4221 / 5004 Travel agency consultants and employees
- 4224/2001 Receptionist, hotel;
- 4224/3002 Administrator, hotel;

II . Characteristics of the graduates' competencies:

Characteristics of the competences that will be acquired according to the requirements of the European Qualifications Framework (EQF), the National Qualifications Framework (NQF) and the European Credit Transfer System (ECTS) :

Graduates of the Bachelor's Degree in Tourism will possess the following professional competencies in accordance with EQF level 6, respectively NQF level 6B:

1. To have the capacity to freely use a foreign language for the purposes of written communication and business correspondence in tourism;
2. To build and develop versatile personal linguistic competence, allowing for quick orientation in the dynamics of the lexical composition of the respective language in the areas of tourism and business terminology.
3. To have the ability to independently develop and propose management solutions regarding daily business operations and activities in the field of tourism;
4. Be able to select and apply the principles of business ethics and existing international, European and national legislation and regulations in the field of tourism in the internal rules and regulations of tourism organizations;
5. 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 translation services and in the field of tourism;
6. To have the capacity to respond appropriately to the needs of consumers and to select the appropriate ways to satisfy them in accordance with the products/services offered by the relevant organization/company;
7. To have the capacity to coordinate the work of individual employees/departments/subdivisions in the respective organization/company;
8. To select and use appropriate methods for carrying out quantitative and qualitative analysis and to have the capacity to apply modern methods for collecting and processing data for the needs of business organizations and public institutions in the field of tourism;
9. To have the ability to interpret and comply with ongoing socio-cultural and economic values and values regarding environmental conservation and protection of local communities at the local, municipal and national levels;

10. Be able to propose and select appropriate ideas for the development of new tourism products and/or individual new services and production technologies in the field of tourism.

11. Be able to conduct research on tourism markets or audiences of stakeholders and consumers in the field of tourism, independently or in a team.

The qualification characteristics of the specialty "Tourism" for the educational and qualification degree "Bachelor" with professional qualification "Tourism" is a basic document that determines the development of the curriculum and study programs. It is consistent with the Higher Education Act, the Regulation on the state requirements for acquiring the "Master", "Bachelor", "Specialist" qualifications and the Regulations of the South-West University "Neofit Rilski".

CURRICULUM STRUCTURE

Major: Tourism Bachelor's Degree

First year			
First semester	ECTS credits	Second semester	ECTS credits
1. Introduction to tourism	6.0	1. Tourism resources	6.0
2. Elective course I group	5.0	2. Elective discipline III group	5.0
3. Elective course II group	5.0	3. First foreign language – part two	6.0
4. First foreign language – part one	6.0	- English language	
- English language		- German language	
- German language		- French language	
- French language		- Russian language	
- Russian language		4. Second foreign language – part two	5.0
5. Second foreign language – part one	5.0	- English language	
- English language		- German language	
- German language		- French language	
- French language		- Russian language	
- Russian language		- Italian language	
- Italian language		- Spanish language	
- Spanish language		- Greek language	
- Greek language		5. Tourism software	3.0
6. Tourism Economics	3.0	6. Elective course IV group	5.0
7. Sports	0.0	7. Sports	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 III group:	
1. Fundamentals of the market economy	5.0	1. Human Resources Management	5.0
2. Tourism policy	5.0	2. Career development in tourism	5.0
3. Consumer culture in tourism	5.0	Elective courses IV group:	
Elective courses Group II :		1. Financing and credit in tourism	5.0
1. Applied Mathematics	5.0	2. Capital investments in tourism	5.0
2. Mathematical models in tourism	5.0		
3. Quantitative methods in tourism	5.0		
	Total 30		Total 30
Second year			
First semester	ECTS credits	Second semester	ECTS credits
1. Tourism destination management	5.0	1. Innovation in tourism	5.0
2. Elective course V group	5.0	2. Restaurant business	5.0
3. Elective discipline VI group	5.0	3. Elective discipline VII group	5.0
4. Business first foreign language – part one	6.0	4. Business first foreign language – part two	6.0
- English language		- English language	
- German language		- German language	
- French language		- French language	
- Russian language		- Russian language	
5. Business second foreign language – part one	6.0		6.0

<ul style="list-style-type: none"> - English language - German language - French language - Russian language - Italian language - Spanish language - Greek language 6. Hospitality	3.0	5. Business second foreign language – part two <ul style="list-style-type: none"> - English language - German language - French language - Russian language - Italian language - Spanish language - Greek language 6. Practice	3.0
Elective courses (students choose one course from each group)		Elective courses (students choose one course from each group)	
Elective courses V group: <ul style="list-style-type: none"> 1. Statistics 5.0 2. Econometrics 5.0 3. Forecasting in tourism 5.0 4. Qualitative research in tourism 5.0 Elective courses VI group: <ul style="list-style-type: none"> 1. Geotourism 5.0 2. Food and Beverage Management 5.0 3. Tourism attraction management 5.0 		Elective discipline VIIgroup: <ul style="list-style-type: none"> 1. Accounting 5.0 2. Financial and accounting reports in tourism 5.0 3. Financial and accounting analysis 5.0 	
	Total 30		Total 30

Third year

First semester	ECTS credits	Second semester	ECTS credits
1. Business first foreign language – part three <ul style="list-style-type: none"> - English language - German language - French language - Russian language 2. Tourism branding 5.0 3. Tourism conjuncture 7.0 4. Elective course VIII group 5.0 5. Elective course IX group 5.0 6. Management in tourism 3.0		1. Tour operator and agent activity 6.0 2. Elective course X group 6.0 3. Business communications part one 5.0 4. Elective course XI group 5.0 5. Marketing in tourism 3.0 6. Elective course XII group 5.0	
Elective courses (students choose one course from each group)		Elective courses (students choose one course from each group)	
Elective courses VIII group: <ul style="list-style-type: none"> 1. Ecology and environmental resource use in tourism 5.0 2. Balneological tourism 5.0 3. Management of spa and wellness services in tourism 5.0 Elective courses IX group: <ul style="list-style-type: none"> 1. Tourism fairs and exhibitions 5.0 2. Tourism markets 5.0 3. Advertising in tourism 5.0 		Electives X group: <ul style="list-style-type: none"> 1. Rural tourism 6.0 2. Social entrepreneurship in tourism 6.0 3. Event management 6.0 Electives XI group: <ul style="list-style-type: none"> 1. International and internal tourism 5.0 2. Negotiation techniques in tourism 5.0 3. Regional development in tourism 5.0 Elective courses XII group: <ul style="list-style-type: none"> 1. Intercultural communication 5.0 2. Cultural tourism 5.0 3. Digitalization in tourism 5.0 	
	Total 30		Total 30

Fourth year

First semester	ECTS credits	Second semester	ECTS credits
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1. Tourism in the Balkan region	5.0	1. Competition and competitiveness of the tourism product	5.0
2. Quality systems in tourism	6.0	2. Recreational tourism	4.0
3. Elective course XIII group	5.0	3. Elective discipline XV group	5.0
4. Business communications part two	6.0	4. Elective course XVI group	3.0
5. Elective course XIV group	5.0	5. Nature conservation	3.0
6. Operational experience	3.0	State exam or thesis defense	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 XV group:	
1. Fundamentals of Law	5.0	1. International tourism organizations and partnerships	5.0
2. Festival tourism	5.0	2. Digital Marketing	5.0
3. PR in tourism	5.0	3. Religious tourism	5.0
Elective courses XIV group:		Elective courses XVI group:	
1. Tour guide activities and tourism animation	5.0	1. Cognitive tourism	
2. Tourism infrastructure	5.0	2. Ethno tourism	3.0
3. Cultural tourism routes	5.0	3. Wine tourism	3.0
			3.0
	Total 30		Total 30

TOTAL FOR 4 ACADEMIC YEARS: 240 CREDITS

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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 THE ACADEMIC COURSES

Major: Tourism
Bachelor's Degree

INTRODUCTION TO TOURISM

ECTS credits: 6

Form of knowledge assessment : ongoing control and exam

Semester : 1

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Ilinka Terziyska, PhD

Weekly hours: 31+ 1s

Type of exam: written

Annotation :

The course aims to familiarize students with the basic concepts and processes in tourism. The historical development of tourism, its definition and various forms, the main patterns in the demand and supply of tourism products are examined. Attention is also paid to the main sectors in tourism: hotel and restaurant management, intermediary activities, tour guiding, transport. "Introduction to Tourism" is a discipline that should familiarize students with the specifics of the tourism sector, providing basic knowledge of the processes that characterize it.

Course content:

History and modern development of tourism. Essence and importance of tourism. Types of tourism. Scope and influences of tourism. Tourist destination. Tourist resources and tourist attractions. Hotel industry. Restaurant industry. Intermediary activity in tourism. Tour management. Tourist behavior. Tourist demand. Tourist supply. Sustainable development in tourism.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures and seminars. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

FUNDAMENTALS OF THE MARKET ECONOMY

ECTS credits: 5

Knowledge testing form: ongoing control and exam

Semester: 1

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Boryana Dimitrova, PhD

Weekly hours: 21+0s

Type of exam: written

Annotation:

The lecture course is aimed at revealing the basic economic laws, economic principles and cause-and-effect relationships that arise in the functioning of the economic system, which is a complex socio-economic whole, containing relatively distinct microeconomic units - firms and households. The main emphasis is placed on the topics of market and market forces, utility, market structures and competition, gross product, business cycle, money, currency exchange. The aim of the course is for students to gain in-depth economic knowledge about the content and basic mechanisms on the basis of which the market economy functions.

Course content:

Course and area of the foundations of the market economy. Methods and tools. Basic economic theories and systems. Market mechanism. Essence. Demand. Supply. Market equilibrium. Specific features of the market mechanism in the material and socio-cultural spheres. Features of the market mechanism in the field of tourism. Analysis of demand and supply. Elasticity of demand and supply. Measurement methods. Utility. Consumption, total and marginal utility. Specific curves related to utility and efficiency. Production. Production function. Combining the factors of production and building an optimal production function. Law of diminishing returns. Marginal analysis and marginal production. Market structures. Perfect competition, monopolistic competition. Oligopoly. Monopoly. Market structures in tourism. Market for the main factors (resources) of production. Income. Demand and supply of resources. Specific features of the market for the factors of production in tourism. State intervention in the economy. Necessity. Economic concepts. Criticism of economism. Determining the state of the economy. Gross national product. Gross internal product. Indicators and measurement

approaches. Participation of industries in the formation of GNP and its derived indicators. Business cycles, inflation, crises. Phases of business cycles. Increasing the quantity of money and inflation. Employment and unemployment. Determination. Measures to overcome unemployment and its effects. Bulgarian and European employment policies related to the sphere of tourism. Exchange, money and banking. Barter exchange (commodity money). Monetary (monetary exchange). History of money. Functions of money. Quantity of money. Banks, functions of banks. Operations to control the quantity of money. Law on the Bulgarian National Bank. Currency board - essence and features. Means of managing the economy. Monetary policy - types and basic means. Fiscal policy - types and basic means. Essence of the state budget and the concept of "budget deficit". World trade. Absolute and comparative advantages. Trade barriers. Tariffs, subsidies, etc. Economic integration. Globalization and regionalization. International finance. Balance of payments. Currencies and foreign exchange.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

TOURISM POLICY

ECTS credits: 5

Form of knowledge assessment: ongoing control and exam

Semester: 1

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Mariya Stankova, PhD

Weekly hours: 21+0s

Type of exam: written

Annotation:

The course is intended for students as specialized information on the specifics of tourism policy, implemented by state, European and international institutions in the field of tourism. The aim is for students to: (i) acquire knowledge about policy as a specific object and course of tourism science; (ii) understand the characteristics of tourism policy as a system; (iii) know the conjunctural forecasts and analyses as a tool for production management in the tourism industry; (iv) be able to identify the courses of tourism policy and especially the so-called stakeholders in its implementation; (v) be familiar with the goal-setting in the preparation and implementation of a systematic tourism policy; (vi) be able to identify and apply the instruments of national and international tourism policy.

Course content:

Policy as a specific object and course of tourism science . Systemic characteristics of tourism policy. Courses of tourism policy. Goal setting in the system of tourism policy. National tourism policy. International tourism policy. Historical prerequisites of tourism policy in Bulgaria. Formation and development of tourism policy in the period 1878 - 1948. Formation and development of tourism policy in the period 1948 - 1989. Formation and development of tourism policy in the transition period (after 1990). Internal tourism policy. Analysis of Bulgaria's tourism policy using matrix and scenario techniques. Planning and forecasting for the needs of tourism policy. Budgeting and allocation of resources for the needs of tourism policy. Opportunities for improving tourism policy.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

CONSUMER CULTURE IN TOURISM

ECTS credits: 5

Form of knowledge assessment: ongoing control and exam

Semester: 1

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Ilinka Terziyska, PhD

Weekly hours: 21+0s

Type of exam: written

Annotation:

The course aims to introduce students to the theory of consumer culture, with a focus on its manifestations in tourism. It examines the historical development of consumer society, as well as the main trends of recent years. The aim The aim of the course is to present the main characteristics of consumer culture. The expected results are related to the creation of skills to identify the patterns and prerequisites that determine tourist behavior in different market segments.

Course content:

Consumer culture – essence and basic concepts . Consumption as culture. Traditional consumption. Modernity and postmodernity. Lifestyle and consumer culture. Tourism for special interests. Wasteful consumption in tourism. Globalization of diversity. Solo female travel. Authenticity and commoditization. The concept of responsible tourism. Consumer culture in the digital age.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

APPLIED MATHEMATICS**ECTS credits: 5****Weekly hours: 21+1s****Form of knowledge assessment:** ongoing control and exam**Type of exam:** written**Semester: 1****Methodological guide:**

Department of Tourism

Faculty of Economics

Lecturer: Prof. Ivan Trenchev, PhD**Annotation:**

The main branches of mathematics are examined - linear algebra, analytical geometry, differential calculus. The aim of the course is to present basic mathematical concepts necessary for the professional realization of graduates, in particular for the construction and study of mathematical models of economic processes and phenomena. The knowledge obtained is theoretical with an applied-practical focus for modeling economic processes.

Course content:

Matrices. Determinants. Inverse matrix. Vectors. Systems of linear equations. Equations of lines in the plane. Equations of curves and surfaces. Functions of one variable. Limits. Continuity. Derivative and differential. Applications of derivatives in economics. Properties of differentiable functions. Study of functions. Functions of two and more variables.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures and seminars. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the ongoing control, and of great importance are the results achieved by the assigned tasks and tests.

MATHEMATICAL MODELS IN TOURISM**ECTS credits: 5****Weekly hours: 21+1s****Form of knowledge assessment:** ongoing control and exam**Type of exam:** written**Semester: 1****Methodological guide:**

Department of Tourism

Faculty of Economics

Lecturer: Prof. Ivan Trenchev, PhD**Annotation:**

The course is intended for students as specialized information on the construction of mathematical models in tourism. The goal is for students to: (i) acquire theoretical knowledge in the field of higher mathematics, and in particular probability theory and mathematical statistics, which will allow them to build mathematical models of economic processes and phenomena in tourism; (ii) be able to independently perform hypothesis testing, correlation, regression and variance analysis; (iii) be able to perform time series analysis and build models for their forecasting; (iv) be familiar with some of the most important elements of multivariate statistical analysis, such as general models of multivariate analysis, models and properties of principal components, models of factor analysis, as well as with the statistics of principal component models and the statistics of factor analysis models.

Course content:

Basic mathematical concepts and their economic interpretation. Probability spaces. Conditional probabilities and sequence of trials. Random variables. Numerical characteristics of random variables . Proposed theorems of probability theory . Introduction to the theory of random processes . Basic concepts of the sampling method . Point estimates of distribution parameters . Interval estimates of distribution parameters. Hypothesis testing . Correlation and regression analysis . Elements of variance analysis . Time series analysis . Elements of multivariate statistical analysis - general models of multivariate

analysis . Elements of multivariate statistical analysis - models and properties of principal components . Elements of multivariate statistical analysis - models of factor analysis, as well as with the statistics of principal component models and the statistics of factor analysis models.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures and seminars. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the ongoing control, and of great importance are the results achieved by the assigned tasks and tests.

QUANTITATIVE METHODS IN TOURISM

ECTS credits: 5

Weekly hours: 21+1s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 1

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Ivan Trenchev, PhD

Annotation:

The discipline aims to build the theoretical foundations for understanding the problem related to the measurement of economic processes, testing economic theories, evaluating econometric models and their use in practice. The material is selected in accordance with the planned hours and the specifics of the specialty, and within the framework of a reasonable compromise between theoretical and empirical material, priority is given to the relationship between economic theory and the real possibilities for econometric analysis of the behavior of firms, consumers and macroeconomic processes in the economy. The goal of the course is for students to acquire the necessary theoretical knowledge and practical skills, including the use of standard software, allowing for a correct empirical assessment of the economic behavior of the main business entities, in the context of the tasks arising at the company and macro level.

Course content:

Econometrics as a science. Economic information. Mathematical models: compilation and analysis. Phases of model construction. Linear econometric models. Systems of linear equations - Cramer's formulas, Gaussian form. Introduction to probability theory and statistics - basic concepts and tasks. Methods for time series analysis. Analysis of economic cycles in tourism. Mass service systems - analysis and improvement. Risk theory and quantitative methods for risk assessment. Game theory. Introduction to Matlab , Working with Simulink ;

Teaching and assessment technology:

The training in the course is carried out in the form of lectures and seminars. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the ongoing control, and of great importance are the results achieved by the assigned tasks and tests.

ENGLISH LANGUAGE I FOREIGN LANGUAGE, PART I

ECTS credits: 6

Weekly hours: 01+4s

Form of knowledge testing: ongoing control and exam

Type of exam: written

Semester: 1

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Ruska Bozhkova, PhD

Annotation:

The practical English course at level I , part one 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 following courses of study, and mastering language skills for communication in the specialized foreign language for the purposes of sustainable tourism. The aim of English, part one is to lay a good foundation for building basic language knowledge. Another basic competence is building the minimum language minimum of vocabulary, which is learned as well as the forms for the main verb tenses. The main goal is to build a base of skills up to the Upper - intermediate level at the end of the bachelor's degree course by reaching such a level of language proficiency that guarantees the correct use of language structures and the necessary vocabulary for effective communication.

Course content:

Be ; have got Wh-questions + be ; possessive adjectives ; Possessive 's ; present simple ; Prepositions of time ; Prepositions of place ; Present continuous ; Present continuous vs Present ; simple Countable/uncountable nouns ; some/any ; How much/many...? ; too much/many ; a lot of, a little, a few ; not much/many, enough ; can/can't ; Degrees of ability ; good/bad at, interested in ; Writing word definitions ; Using dictionary ; Making notes ; Identifying literary genres ; Culture - London calling ;

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale .

GERMAN LANGUAGE I FOREIGN LANGUAGE, I PART

ECTS credits: 6**Weekly hours: 01+4s****Form of knowledge assessment:** ongoing control and exam**Type of exam:** written**Semester: 1****Methodological guide:**

Department of Tourism

Faculty of Economics

Lecturer: Senior Lecturer Olga Kostadinova, PhD**Annotation:**

This course aims to master the basic lexical and grammatical constructs of the German language. Within the framework of the theme of global and more specific topics of socio-cultural life, this course brings together the students' developing language skills and their understanding of today's Germany. The course also examines issues of cultural and historical value and the relationship of these issues to the use of the language. The role of the German language and the German presence in the language within the European Union is also presented and students are introduced to specific terminology and sources that improve their language skills and general knowledge of Europe and the world. The main goal of the course is to achieve level A2/B1 of the Common European Framework of Reference for Languages, represented in parallel acquisition and development of reading, writing, listening comprehension and communicative skills related to everyday orientation tasks.

Course content:

Kursvorstellung und organisatorische Fragen; Kennenlernen im Kurs; Die deutsche Identität – regional, national, international; Was ist Deutschland? Was ist Deutsch? Stereotype; Nationalflagge und Nationalhymne; Koordinierende Konjunktionen. Die deutsche Identität – regional, national, international, Hochdeutsch und Dialekte in Deutschland, Orthographiereformen; Unterordnende Konjunktionen. Die deutschen Werte, Sitten und Bräuche; Deutsche Lebensphilosophie im Spiegel deutscher Idiome und Sprichwörter; Kulturelle Unterschiede; Passiv, Adjektivendungen; Die Bundesrepublik Deutschland nach dem Zweiten Weltkrieg; Deutschland – zwei Länder, zwei Systeme; Konjunktiv I Indirekte Rede; Wende und Wiedervereinigung; Die deutschen Bundesländer; Politisches System der Bundesrepublik Deutschland; Bedeutende Politiker und Politikerinnen; Präteritum, Plusquamperfekt. Medien in Deutschland; Presse, Rundfunk und Fernsehen in Deutschland; Modalverben; Medien in Deutschland (Fortsetzung); Berichterstattung von aktuellen Themen; Medien und Politik; Futur. Die Bundesrepublik Deutschland und die EU; Die deutsche Sprache in der EU; EU-Terminologie; unterordnende Konjunktionen. Die Bundesrepublik Deutschland und die EU (Fortsetzung), Der Euro, Außenbeziehungen der EU (USA, Russland, Asien, EU-Beitrittskandidaten); Flüchtlingsströme nach Europa und Europas Umgang mit den Flüchtlingen; Passiv. Deutschland – Arbeit und soziale Sicherung in Deutsche Erfindungen; Deutsch Nobelpreisträger. Deutschland – Immigration und Integration; Was bedeutet Heimat? Was bedeutet Migration? Formen der Migration; Deutschland als Aus- und Einwanderungsland; Probleme der Integration; Wechselpärpositionen, Relativsätze. Deutsches Kino; Adjektivendungen. Deutschland Deutsche Unternehmenskultur; Konkurrenzformen des Passivs. Multikulturelle Gesellschaft. Präpositionen mit Genitiv

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale .

FRENCH LANGUAGE I FOREIGN LANGUAGE, PART I

ECTS credits: 6**Weekly hours: 01+4s****Form of knowledge assessment:** ongoing control and exam**Type of exam:** written**Semester: 1**

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Mariya Stankova, PhD

Annotation:

The training aims to expand and improve the language competence of students in all its diversity. The course consists of 60 academic hours, with classes held in the form of seminar exercises with active participation by students. It envisages the development of basic language skills - listening, speaking, reading and writing, corresponding to level B 2 of the Common European Framework of Reference for Languages. The course expands linguistic and communicative competence in French, and lays the foundations for specialized training. Modern teaching systems for learning French for special purposes and multimedia materials are used. The educational content includes a thematic, lexical, grammatical and socio-cultural component. The topics covered are ongoing, correspond to the interests of students and provide ample opportunity for conversation and discussion. They contribute to the acquisition of basic vocabulary and grammar and the development of intercultural communication skills in personal and professional everyday life. The aim of the course is to achieve knowledge, skills and competencies corresponding to the fourth level of the Common European Framework of Reference for Languages, which will allow the active use of the French language in everyday business activities and business contacts.

Course content:

Univers et nature. Environnement et pollution. Monde intérieur de l'homme. Sens et sensations. Sports et santé. État physique et activités physiques de l'individu. Vie privée de l'homme. Ménage, habitat et famille. Agglomérations et aménagement du territoire. Carrière et vie professionnelle. Vie en société et relations sociales. Art et culture. Cultes et religions. Distractions et loisirs. Alimentation et gastronomie. Voyages et tourisme. Achats, ventes et locations. Négociations commerciales. Publicité et courrier commercial. Genre et nombre du nom. Cas particuliers. Pluriel des noms composés. Article. Valeur sémantique des trois types d'articles. Absence d'article. Adjectif qualificatif. Genre, nombre et place des adjectifs qualificatifs. Degrés de comparaison des adjectifs qualificatifs. Adjectif verbal. Adjectifs indéfinis. Substituts du nom : les pronoms. Pronoms personnels compléments. Les pronoms « le », « en », « y ». Place des pronoms. Pronoms indéfinis. Pronoms relatifs. Pronoms relatifs simples. Pronoms relatifs composés. Négations particulières. Mode Indicatif et ses temps. Expression de la simultanéité, de l'antériorité et de la postériorité. Emploi des temps de l'Indicatif. Mode conditionnel. Conditionnel présent. Conditionnel passé. Emplois du conditionnel.

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale .

RUSSIAN LANGUAGE I FOREIGN LANGUAGE, PART I

ECTS credits: 6

Form of knowledge assessment: ongoing control and exam

Semester: 1

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Sonia Hristova, PhD

Weekly hours: 01+4s

Type of exam: written

Annotation:

The course is aimed at building foreign language competencies at a professional level in the preparation of qualified personnel for servicing the tourism industry. The emphasis in the learning process is on building all components of communicative competence: - language competence in a 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 students/ aspect; - sociocultural competence /knowledge and skills for orientation in the sociocultural context/; - strategic competence /mastering strategies for solving communicative problems resulting from a lack of knowledge or skills/. The four types of speech skills are developed: speaking, listening comprehension, reading and written speech. The phonetic-intonational, lexical and grammatical aspects of the language are presented simultaneously. The new information is presented in a complex manner (combining vocabulary and grammar, syntax and morphology), concentrically (paying attention to the semantic side of the units studied) and contrastively (compared to the system of the Bulgarian language and correlated with 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 someone else's speech in Russian.

Course content:

Знакомство. Национальная принадлежность. Профессия. Социальные карьеристы. Начало учебного года. Характеристика студента. Глаголы *учить, учиться, заниматься, изучать, преподавать*. Человек. Развитие человека /рождение, рост, возраст, биография/. Тело человека /внешность, сложение, части тела, двигательная система, внутренние системы организма/. Психические свойства личности. Характер и темперамент человека. Поведение. Такт и бестактность. Одежда, обувь. Одевание – глаголы. Дополнительные принадлежности к одежде – магия аксессуаров. Виды тканей. По одежке встречают – по уму провожают. Взгляд на моду. Искусство торговли. Семья. Родственные отношения и связи. Без компромиссов не обойтись. Забота о детях. Дом. Строительство и внутренняя отделка дома. Квартира. Убранство квартиры. О вещах – всерьез... Тоска объявлений. Русская изба. Питание. Пищевые продукты. Приготовление пищи. Столовая посуда. Ресторан. Заведения общественного питания и увеселительные заведения. Обслуживающий персонал. Словосочетания и речевые формулы. Забота о человеке. Здравоохранение /структура, гигиена, болезни, медицинская помощь, поликлиника, больница, зубоветеринарная помощь, аптека/. Болезни /внутренние, заразные, глазные, психические, кожные, детские, заболевание уха, носа, горла/. Просвещение и культура. Образование /дошкольное воспитание, школа-виды, высшее образование, наука/. Язык и литература /грамматика, орфография, лексикология, фонетика; устное народное творчество; художественная литература; литературные жанры, периодические издания/. Радиовещание /радиопередачи, телевидение/. Музыка /музыкальное произведение, музыкальные инструменты, исполнители/. Изобразительное искусство /живопись - виды, графика, скульптура, архитектура/. Театр /виды театров, устройство, исполнители/. Киноискусство /производство фильмов. кино. фотография, съемка/. Цирк. Экономика. Энергетика. Промышленность - виды. Сельское хозяйство /растениеводство, животноводство, сельскохозяйственные машины и орудия/. Строительство. Транспорт и сообщения-виды. Торговля /таможня; товар, виды товаров; рынок /базар/; Магазины - виды; ресторан; столовая; гостиница/. Финансы /деньги, банк, бухгалтерия, касса, страхование/.

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale .

ENGLISH LANGUAGE II FOREIGN LANGUAGE, PART I

ECTS credits: 5

Form of knowledge assessment: ongoing control and exam

Semester: 1

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Ivanka Vasenska, PhD

Weekly hours: 01+4s

Type of exam: written

Annotation:

The practical course in Second Foreign Language - English at Level I , Part One 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 following courses of the training, and mastering language habits for communication in the specialized foreign language for tourism purposes. The main goal is to build a base of skills up to the Basic - Pre - Intermediate level at the end of the training course, reaching such a level of language proficiency that guarantees the correct use of language structures and the necessary vocabulary for effective communication.

Course content:

Be ; have got Wh-questions + be ; possessive adjectives ; Possessive 's ; present simple ; Prepositions of time ; Prepositions of place ; Adverbs of frequency ; Verbs of preference + -ing ; Asking questions ; Present continuous ; Present continuous vs Present simple Countable/uncountable nouns ; some/any ; How much/many...? ; too much/many ; a lot of, a little, a few ; not much/many, enough ; Past simple ; Present simple vs Present Continuous ; Past simple ; Questions and negative connotations;

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale .

GERMAN LANGUAGE II FOREIGN LANGUAGE, PART I

ECTS credits: 5

Form of knowledge assessment: ongoing control and exam

Weekly hours: 01+4s

Type of exam: written

Semester: 1**Methodological guide:**

Department of Tourism

Faculty of Economics

Lecturer: Senior Lecturer Olga Kostadinova, PhD**Annotation:**

The work in the first part of the German language course is based on the Berliner learning system. Place NEU – part 1. The system covers grammatical and lexical material at level A1 according to the Common European Framework of Reference for Languages, advocates the parallel acquisition and development of reading, writing, listening comprehension and communication skills related to everyday tasks on topics such as: shopping, family life, visiting landmarks, etc. Students are trained to use reference literature and digital sources in German in their work in class and in self-study. The course also aims to introduce the German-language journalistic sphere and the Internet. The main goal of the course is to achieve level A1.

Course content:

Be able to correctly use personal pronouns and the conjugation of some basic verbs in the present tense (Präsens). To master the declension of personal pronouns and to use the imperative mood (Imperativ). To become familiar with the declension of the noun and the possessive pronoun. To master the conjugation of verbs with separable prefixes (trennbare Verbs). To be able to correctly use verbs requiring the accusative case, as well as the declension of the noun in the accusative case (Akkusativ); To know ordinal numbers and the ways of their formation, the past imperfect tense (Präteritum) of the verbs haben and sein . To master the declension of the noun in the dative case (Dativ) and to know the prepositions with the dative case. Modal verbs; The verb haben in the past perfect tense (Perfekt). To know the form of the verb sein in the past perfect tense (Perfekt). To be able to use the modal verb *m ü ssen* correctly . To master the conjugation of the modal verbs dürfen and sollen ; to know the sentence structure when answering with ja , nein and doch . Prepositions with accusative (Akkusativ) and dative (Dativ) cases .

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale .

FRENCH LANGUAGE II FOREIGN LANGUAGE, PART I**ECTS credits: 5****Weekly hours: 01+4s****Form of knowledge assessment:** ongoing control and exam**Type of exam:** written**Semester: 1****Methodological guide:**

Department of Tourism

Faculty of Economics

Lecturer: Prof. Mariya Stankova, PhD**Annotation:**

The training provides for the acquisition of basic theoretical knowledge of the language and the development of basic language skills - listening, speaking, reading and writing, corresponding to level A 1 of the Common European Framework of Reference for Languages. The course has a strong practical focus, expressed in the oral and written mastery of the foreign language as a means of communication. Modern teaching systems for studying French for special purposes and multimedia materials are used. The educational content includes a thematic, lexical, grammatical and socio-cultural component. The topics covered are ongoing, correspond to the interests of the students and provide ample opportunity for conversation and discussions. They contribute to the acquisition of basic vocabulary and grammar and the development of communication skills. The aim of the course is to achieve good language and communication competence at the beginner level and prepare students for communication in a multicultural environment.

Course content:

Présentations. Information sur la biographie et la carrière professionnelle. Famille *et liens de parenté*. Portrait. Description physique. Qualités et défauts. Description psychologique. Activités quotidiennes. Loisirs. Alimentation. Situation dans le temps –heure, moments de la journée, jours de la semaine, date, mois de l'année, saisons. Situation dans l'espace et orientation. Vêtements et mode. Logement et meubles. Médias. Déplacements et transport. Santé. *Correspondance personnelle*. Conjugaison du présent. Interrogation. Négation simple. Impératif. Articles définis et indéfinis. Genre et nombre des noms. Pronoms personnels – formes non-accentuées et accentuées. Adjectifs numéraux cardinaux. Adjectifs numéraux ordinaux. Article contracté. Adjectifs possessifs. Adjectifs démonstratifs.

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale .

RUSSIAN LANGUAGE II FOREIGN LANGUAGE, PART I

ECTS credits: 5

Form of knowledge assessment: ongoing control and exam

Semester: 1

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Sonia Hristova, PhD

Weekly hours: 01+4s

Type of exam: written

Annotation:

The aim of the course is to provide students with basic knowledge of the functioning of the modern Russian language system and to develop the four types of speech skills: speaking, listening comprehension, reading and writing to level A 1 /elementary - TEU/, starting from the beginner level. The first part of the course begins with the development of specialized foreign language competencies, which are an important condition for the successful professional realization of students as qualified personnel serving the tourism industry.

Course content:

Понятие гласных и согласных звуков. Вопросы с вопросительным словом и ответы. Понятие мягких и твёрдых согласных. Множественное число существительных. Интонация сложного предложения. Настоящее время глагола. Вопросы к подлежащему и сказуемому. Звонкие и глухие согласные. Винительный падеж — прямое дополнение. Количественные числительные от 1 до 10. Сложносочинённые предложения с придаточным дополнительным. Звуки ж, ш, ц. Предложный падеж для обозначения места у существительных в единственном числе. Количественные числительные от 11 до 90. Род существительных. Притяжательные местоимения. Безличные предложения. Прошедшее время глагола. Понятие вида глагола. Виды глагола. Простое и сложное будущее время. Винительный падеж для обозначения времени действия с днями недели. Виды интонационных конструкций. Винительный падеж с глаголами движения. Звук щ. Предложный падеж существительных во множественном числе и личных местоимений. Предложный падеж для обозначения объекта речи. Числительные от 100 до миллиарда. Прилагательные в именительном падеже. Предложный падеж для обозначения времени. Возвратные глаголы. Предложный падеж прилагательных и притяжательных местоимений. Сложносочинённые предложения с придаточным определительным. Краткие прилагательные. Винительный падеж одушевлённых существительных и личных местоимений. Условные предложения в составе сложного. Винительный падеж прилагательных и притяжательных местоимений. Глаголы движения без приставок. Превосходная степень прилагательных. Родительный падеж существительных с пространственным значением. Родительный падеж после числительных. Родительный падеж у имён. Родительный падеж прилагательных и притяжательных местоимений и для обозначения даты. Дательный падеж для адресата и для обозначения возраста. Дательный падеж прилагательных и притяжательных местоимений. Творительный падеж для выражения совместности — существительные и личные местоимения. Творительный падеж прилагательных и притяжательных местоимений.

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale .

ITALIAN LANGUAGE II FOREIGN LANGUAGE, PART I

ECTS credits: 5

Form of knowledge assessment: ongoing control and exam

Semester: 1

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Anelia Daleva, PhD

Weekly hours: 01+4s

Type of exam: written

Annotation:

The course is designed for students without any knowledge of Italian. It presents the main grammatical units of the Italian language in their entirety, provides appropriately selected training exercises on them, adequately explains the peculiarities of colloquial speech, stimulating communicative competence and gradually breaking the speech barrier of the students. The seminar classes follow the Progetto system, which includes a textbook, a workbook with exercises and an audio CD with dialogues and texts for comprehension, developing basic communicative skills.

Course content:

Italian alphabet – basic rules for writing and reading, features of Italian pronunciation. Nouns and adjectives, definite and indefinite articles. Personal and pronouns, course. Possessive pronouns. Present tense of regular verbs in the indicative mood. Present tense of regular verbs in the indicative mood. Present tense of irregular verbs in the indicative mood. Inarticulate prepositions (simple prepositions). Some irregular verbs. Articulated prepositions. Numeral nouns. Definite and indefinite articles - concept of article and rules of use.

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale.

SPANISH II FOREIGN LANGUAGE, PART I

EST S credits: 5

Weekly hours: 01+4s

Knowledge testing formula: ongoing control and exam

Type of exam: written

Semester: 1

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Lyubov Ivanova, PhD

Annotation :

In exercises by Spanish language give opportunity on the students yes acquire basic knowledge by the language in the frames on two-year-old course on training. Parallel is develop written and speech - communication skills and habits on receptively and reproductive level, as and opportunities for independent work on strangers authentic texts. The grammatical material is tidy according to the principle by internal logic and mutual conditionality between the eikos phenomena. The lexical volume is organized thematic. The training is conducts by the Español system. The tutorial gives opportunity on the students yes master the language to degree allowing them conversation on household and most common social - economic topics. The acquired linguistic skills respond on first part from level A 1, according to The European standard for evaluation.

Contents on the school discipline :

Unidad 15 Futuro de Indicativo. Formas de expresar hipótesis. Futuro de Indicativo. Verbos regulares e irregulares. Reaccionar ante determinadas situaciones. Futuro / Futuro Perfecto. Expresar hipótesis sobre algunos temas. Simular una conversación en una agencia de viajes. Cuando + Subjuntivo. Escribir un e-mail. Expresar hipótesis sobre el Futuro del país. Lectura: “2101. Odisea en el planeta Tierra.” Formular hipótesis sobre el futuro del mundo. Lectura: ¿Quién será? Unidad 16 Pretérito Imperfecto de Subjuntivo. Elegir el verbo adecuado. Pretérito Imperfecto de Subjuntivo Expresar condiciones en el Presente. Completar frases. Condicional. Expresar deseos. Oraciones de relativo. Presente de Subjuntivo. Rechazar una propuesta y formular otra. Relacionar frases. Lectura: Una fiesta sorpresa. Simular una conversación en una agencia de viajes. Relater del mundo. Discutir tradiciones y fiestas. Expresar condiciones en el Presente Expresar condiciones en el Presente y el Futuro.

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale.

GREEK LANGUAGE II FOREIGN LANGUAGE, PART I

EST S credits: 6

Weekly hours: 01+4s

Knowledge testing formula: ongoing control and exam

Type of exam: written

Semester: 1

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Ruska Bozhkova, PhD

Annotation :

The course has a strictly emphasized practical focus, which is expressed in the oral and written mastery of the foreign language as a means of communication. The topics covered are ongoing, correspond to the interests of the students and provide ample opportunity for conversation and discussions. On the other hand, they contribute to the mastery of basic vocabulary, grammar and syntax for the development of communicative skills. The course aims to build pronunciation and spelling habits, master certain vocabulary and grammar and build skills in listening, speaking, reading and writing in Greek.

Course content:

Irregular verbs. Texts: at the Xeniteas travel agency. Masculine nouns. Texts: tourist products offered by the agency, related to accommodation. Feminine nouns. Texts: tourist products offered by the agency, related to food. Neuter nouns. Texts: tourist products offered by the agency, related to additional services. Masculine adjectives. Texts: Tour guide in Athens. Feminine adjectives. Texts: Tour guide in northern Greece. Neuter adjectives. Texts: Tour guide on the Greek islands. Pronouns (part two). Texts: tourist product and animation. Reflexive pronouns (part one). Texts: At the international tourist exchange "Philoxenia" in Thessaloniki. Reflexive pronouns (part two). Texts: Culture, traditions and customs. The first 7 types of conjunctions. Texts: I want to work in Greece. Numerals and ordinals over 1001. Job interview. The remaining 8 types of conjunctions. Texts: Modern Greek literature. Derivative verbs from other verbs. Abbreviations. Texts: Modern Greek literature. Derivative nouns from verbs or other nouns. Texts: Modern Greek literature. Derivative adjectives from other verbs, nouns, adjectives, adverbs. Texts: Modern Greek literature. Interjections. Texts: Modern Greek literature. Derivative adverbs from adjectives. Texts: Modern Greek literature. Derivative adverbs from pronouns. Texts: Modern Greek literature. Derivative adverbs from other adverbs. Texts: why I love Greece.

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale .

TOURISM ECONOMICS**ECT S credits: 3****Knowledge testing formula:** ongoing control and exam**Semester: 1****Methodological guide:**

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Lyubomira Pinelova, PhD**Weekly hours: 21+0s****Type of exam:** written**Annotation :**

The logic of modern economic development and experience in public practice bring to the fore several main topics. They are included in the curriculum of the discipline as ten independent topics. They include scientific knowledge about the economic foundations of tourism; the economic environment for the functioning of tourism; the essence, types and forms of manifestation of capital, long-term and short-term assets in tourism; the peculiarities of price formation and pricing in tourism; the economic characteristics of labor and labor productivity in tourism; the significance of costs and revenues in tourism; sources of income and profit in tourism; taxation and distribution of profit in tourism; the essence and measurement of the efficiency and profitability of tourism activities.

Course content:

The tourism company – general characteristics. The tourism company in the conditions of different market structures . Main "production" resources of the tourism company. Company tourism product. Labor rationing and payment in the tourism company. Innovations and innovation policy of the tourism company. Investments and investment policy of the tourism company. Income, expenses and profit of the tourism company. Economic efficiency of the activity in the tourism company. Quality management and certification in the tourism company.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminar classes, during the implementation of the ongoing control, and of serious importance are the results achieved from the assigned tasks and tests.

TOURISM RESOURCES**ECTS credits: 6****Form of knowledge assessment :** ongoing control and exam**Weekly hours: 31 + 1s****Type of exam :** written

Semester: 2**Methodological guide:**

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Ilinka Terziyska, PhD**Annotation :**

The course aims to familiarize students with the diversity of resources that determine the development of tourism. The main types of resources are examined, as well as the ways of their valorization in tourism. Special attention is paid to their sustainable use for tourism purposes. "Tourism Resources" is a discipline that should introduce students to the resources necessary for sustainable tourism development, providing basic knowledge about how to manage them.

Course content:

Classification of tourism resources. Natural tourist resources. Features of natural tourist resources . Tourist resources of the relief. Climate. Waters . Vegetation and fauna . Tourist resources of protected areas on a global scale and in Bulgaria. Types of protected areas. Limiting factors for recreational use of protected areas. Anthropogenic tourist resources. Historical and archaeological resources. Architectural, ethnographic and religious resources. Art as a tourist resource. Theme parks. Special events as a tourist resource. Methods for assessing tourist potential. Conservation and sustainable use of tourist resources.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures and seminars. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

HUMAN RESOURCES MANAGEMENT**ECTS credits: 5****Weekly hours: 21+0s****Form of knowledge assessment:** ongoing control and exam**Type of exam:** written**Semester: 2****Methodological guide:**

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Gergana Angelovaa, PhD**Annotation:**

Students are introduced to modern theories, practical approaches and tools for human resource management. In the process of training, they receive information about the development of theoretical thought on human capital and mechanisms for full-fledged human resource management, about modern human resource management 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 talents. Students learn about the role of the management team in the development and implementation of human resource management systems, as well as the essence of the Human Resources department in the organization. The course is consistent with the planned hours and allows them to master the management practices related to this exceptional resource of each system.

Course content:

Human capital theory and the change in the conceptual apparatus. Fundamental differences between "human resources" and "personnel"; between "organization", "firm" and "company". Recognizable tourism organization and good practices for human resource management in tourism and maintaining exceptional quality of the products and services offered. Structural and substantive characteristics of the organization. Organizational behavior – competence, motivation and job satisfaction. The modern practice of "Talent Management". Specifics of teamwork. Comparison of the concepts of "group" and "team". Group work and teamwork. Organization, implementation, goals and benefits of team building. Good practices for team building. Management of human resources with value. Conditions for generating value in the tourism organization. The need and role of the HR specialist in the organization. Main characteristics of employees in tourism. Directions of movement of people in the tourism organization. Prerequisites for staff turnover. Recruitment and discovery of talented employees. Building competence and talent. Training and development of personnel in tourism. Good practices for training and development of newly hired employees in the organization. Identification of talented employees. Categories of employees according to the "Competence – Performance" matrix (Laura Stack , 2010). Retaining talented employees. Development of the theory of performance. Job evaluation methodologies. Basic steps for performance management (D. Ulrich , W. Brockbank) . Work standards - essence and types. The need to use performance standards. The importance of feedback on performance. Basic means of obtaining feedback from employees in the organization. Creating an effective work structure. Models for structuring work. Factors influencing the choice of a model for structuring work. Creating effectively working positions. Conditions for an attractive position. Techniques for collecting information to cope with the work of a relevant position in the organization. Techniques for restructuring work. Job description requirements. Approaches to stress

management. Forms and stages of stress manifestation. The most common causes of stress in the workplace. Essence and effectiveness 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 within it. Informal communication channels in the organization. Communication strategy – essence, specificity and connection with the business strategy of the organization. Written and oral forms of communication in human resources management. Essence and specificity of the interview. Types of interview. Interview with job candidates. Interview for evaluating the performance of an employee.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

CAREER DEVELOPMENT IN TOURISM

ECTS credits: 5

Weekly hours: 21+0s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 2

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Gergana Angelova, PhD

Annotation:

Students are introduced to modern practical approaches and tools for career development in tourism. During the training, they receive information about the sequential steps in the process of professional realization and development. They are introduced to the approach to identifying the desired professional field, organization, job position and key personnel. 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 a 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 preparation, professional development, continuing education, volunteer activities. Creating professional contacts. Professional mentoring. Identifying the professional field, organization, job position and personnel. Preparing for the job interview. Job vacancy announcement. Professional attire. Behavior during an interview. The formal interview. Strategies and main types of questions. Telephone interview. Follow-up actions. Professional CV and cover letter – structure and requisites. Portfolio and business cards – structure and types. Business emails and other electronic communications. Netiquette. Professional areas of realization in tourism. Employee profile. Employee competence, motivation and satisfaction. Categorizing employees in the organization according to the "Competence - Performance" Matrix.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

ENGLISH LANGUAGE I FOREIGN LANGUAGE, PART II

ECTS credits: 6

Weekly hours: 01+4s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 2

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Ruska Bozhkova, PhD

Annotation:

The seminar course 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 following courses of study, and mastering language skills for communication in the specialized foreign language for the purposes of tourism. The main goal is to build a base of skills up to the Upper -

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

Course content:

Past simple: be ; was/were born can for permission ; be like Past simple: affirmative, negative and interrogative forms ; Past simple: regular and irregular verbs ; past continuous ; Adverbs of manner Compounds of some, any, no, every ; possessive pronouns ; Whose...? ; like and would like ; Making opposite adjectives ; Reading a historical text ; Listening to the radio program ; Speaking Unusual jobs ; Writing word definitions ; Using dictionary ; Making notes ; Identifying literary genres ; Culture - Island adventures ;

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale .

GERMAN LANGUAGE I FOREIGN LANGUAGE, II PART

ECTS credits: 6

Weekly hours: 01+4s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 2

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Senior Lecturer Olga Kostadinova, PhD

Annotation:

The seminar course aims to consolidate the basic rules for correct communication in the German language. The course covers grammatical and lexical material at level B1 according to the Common European Framework of Reference for Languages by covering criteria for reading, writing, listening comprehension, communication and dialogue. The course also offers the opportunity to address issues of cultural and historical value and the relationship of these issues to the use of the language. Students' work with specific terminology and sources is strengthened, which improves their language skills and general knowledge of socio-political relations and phenomena in Germany. The main goal of the course is to achieve level B1 according to the Common European Framework of Reference for Languages, represented in parallel acquisition and development of reading, writing, listening comprehension and communication skills related to everyday orientation tasks.

Course content:

To be able to present short answers to various questions, to use the main verb tenses correctly . To be able to lead a conversation about clothing and shopping. Students build skills in dealing with national-specific topics in the field of basic family values, lead a discussion on the topic of friendship. Students acquire knowledge from the public sphere of coexistence. Students acquire skills in dialogue on the topic of war and peace. Students are introduced to the discussion through listening texts on the topics of housing, housing search and advertisements. Based on a topic from the journalistic genre, students negotiate and acquire knowledge about verb tenses in the future tense in the thematic scope *of mobility*. Students acquire basic knowledge about the provinces in the Federal Republic of Germany. Basic *communicative knowledge is built*. Students acquire basic knowledge about the provinces in the Federal Republic of Germany. Basic communicative knowledge is built. The thematic presentation is the mastery of topics from the social sphere *of German provinces*.

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale .

FRENCH LANGUAGE I FOREIGN LANGUAGE, PART II

ECTS credits: 6

Weekly hours: 01+4s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 2

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Mariya Stankova, PhD

Annotation:

The training provides for the improvement of the basic language skills - listening, speaking, reading and writing. The course aims to expand linguistic and communicative competence in French, and to lay the foundations for a specialized training. Modern teaching systems for studying French for special purposes and multimedia materials are used. The educational content includes a thematic, lexical, grammatical and socio-cultural component. The topics covered are ongoing, correspond to the interests of the students and provide ample opportunity for conversation and discussions. They contribute to the acquisition of basic vocabulary and grammar and the development of intercultural communication skills in personal and professional everyday life. The aim of the course is to develop good communication skills, allowing students to communicate effectively. The four language skills /listening, reading, speaking and writing/ are strengthened, aiming at the adequate auditory and visual perception of information presented in a foreign language, as well as the active ability to react in accordance with the stylistics and norms of intercultural communication.

Course content:

Infrastructures urbaines. Bâtiments et lieux publics. Au bureau de change. Devises. A la banque. Opérations bancaires. Moyens de paiement. Au bureau. Mobilier. Équipements. Fournitures de bureau. Vie politique et institutions. Administration d'État. Découpage administratif. Administration territoriale. Justice et système judiciaire. Technologies d'Information et de Communication. Secteurs d'activités économiques et marchés. Diversité des entreprises. Organisation interne d'une entreprise. Emplois et responsabilités. L'Union européenne et l'euro. Correspondance personnelle. Communication par téléphone. Mode subjonctif. Temps du subjonctif. Mécanismes des concordances au subjonctif. Modes non-personnels. Infinitif présent et passé. Participe présent et gérondif. Discours direct et discours rapporté. Voix du verbe. Voix active, passive, pronominale, impersonnelle. Adverbe. Adverbes de modalité. Adverbes en « ment ». Adverbes particuliers. Place de l'adverbe. Degrés de comparaison. Prépositions et conjonctions. Situation dans le temps. Expression de la durée. Expression de la cause. Expression de la conséquence. Expression de la comparaison. Expression de l'opposition et de la concession. Expression du but. Expression de la condition et de l'hypothèse. Modalisation.

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale .

RUSSIAN LANGUAGE I FOREIGN LANGUAGE, PART II

ECTS credits: 6**Form of knowledge assessment:** ongoing control and exam**Weekly hours: 01+4s****Type of exam:** written**Semester: 2****Methodological guide:**

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Sonia Hristova, PhD**Annotation:**

The aim of the second part of the course, as a natural continuation of the first part, is to provide students with basic knowledge of the functioning of the system of the modern Russian language and to develop the four types of speech skills: speaking, listening comprehension, reading and writing to level A 2 /basic - TBU/. The learning process is aimed at building specialized foreign language competencies, which are an important condition for the successful professional realization of students as qualified personnel for servicing the tourism industry. At the same time, the phonetic-intonational, lexical and grammatical aspects of the language are presented.

Course content:

Noun: gender, number and case. Case system of the Russian language. Declension of nouns. Pronouns in the genitive case. Genitive case without prepositions. Genitive case with prepositions. Meanings of prepositions. Genitive case for nouns and verbs. Dative case. Accusative case with and without prepositions. Verbs of motion. Creative case. Propositional case. Comparison of the propositional and accusative cases. Adjectives – types. Declension of adjectives. Degrees of comparison of adjectives. Quantitative numerals. Active and passive constructions. Direct and indirect speech – transformations. Repetition of the case system. Conditional constructions.

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale .

ENGLISH LANGUAGE II FOREIGN LANGUAGE, PART II

ECTS credits: 5

Form of knowledge assessment: ongoing control and exam

Semester: 2

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Ivanka Vasenska, PhD

Weekly hours: 01+4s

Type of exam: written

Annotation:

The seminar course 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 following courses of study, and mastering language skills for communication in the specialized foreign language for tourism purposes. The main goal is to build a base of skills up to the Pre - intermediate level at the end of the bachelor's degree course by reaching such a level of language proficiency that guarantees the correct use of language structures and the necessary vocabulary for effective communication.

Course content:

Present perfect Modal verbs (Requests and offers) ; Predictions and intentions - going to + infinitive ; Adjectives and nouns ; Present tenses as future ; Verb patterns ; Superlatives ; "like or dislike" ; Asking questions politely ; Writing word definitions ; Using dictionary ; Making notes ; Different holiday types ;

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale .

GERMAN LANGUAGE II FOREIGN LANGUAGE, PART II

ECTS credits: 5

Form of knowledge assessment: ongoing control and exam

Semester: 2

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Senior Lecturer Olga Kostadinova, PhD

Weekly hours: 01+4s

Type of exam: written

Annotation:

The seminar course aims to consolidate the rules for communication at level A1/A2 according to the Common European Framework of Reference for Languages by covering criteria for reading, writing, listening comprehension of a short dialogue. The course introduces communication for everyday purposes, but also for specific communication on tourism topics and hotel communication by working with adapted texts. The work of students with language skills and knowledge of using German for general communication purposes is strengthened. The main goal of the course is to achieve level A2 according to the Common European Framework of Reference for Languages, represented in the parallel acquisition and development of reading, writing, listening comprehension and communication skills related to everyday orientation tasks. Students are trained to use reference literature and digital sources in German in their work in class and in self-study. The course in German, a second foreign language, part two also aims at introducing the German-language Internet sphere, familiarizing with the techniques for listening to messages and understanding oral speech in other types of verbal messages.

Course content:

To be able to present short answers to various questions, to use the main verb tenses correctly . To be able to conduct a conversation about clothing and shopping. Students develop skills in dealing with national-specific topics in the field of basic family values. Students acquire knowledge from the public sphere of coexistence. Students acquire skills in dialogue on the topic of war and peace. Students are introduced to the discussion through listening texts on the topics of housing, housing search and advertisements. Based on topics from the journalistic genre, students negotiate and acquire knowledge about verb tenses in the future tense in the thematic scope of mobility. Students acquire basic knowledge about professions. Basic communicative knowledge is developed for reading advertisements. Students acquire basic knowledge about the labor market. Basic communicative knowledge is developed for listening with understanding. The thematic presentation is the mastery of topics from the field of German for professions in tourism.

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results

achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale .

FRENCH LANGUAGE II FOREIGN LANGUAGE, PART II

ECTS credits: 5

Form of knowledge assessment: ongoing control and exam

Semester: 2

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Mariya Stankova, PhD

Weekly hours: 01+4s

Type of exam: written

Annotation:

The training provides for the improvement of the basic language skills - listening, speaking, reading and writing. The course aims to expand the linguistic and communicative competence in French, and to lay the foundations for a specialized training. Modern teaching systems for studying French for special purposes and multimedia materials are used. The educational content includes a thematic, lexical, grammatical and socio-cultural component. The topics covered are ongoing, correspond to the interests of the students and provide ample opportunity for conversation and discussions. They contribute to the acquisition of basic vocabulary and grammar and the development of intercultural communication skills in personal and professional everyday life. The aim of the course is the formation of good communicative skills, allowing students to communicate fully. The four language skills /listening, reading, speaking and writing/ are reinforced, aiming at the adequate auditory and visual perception of information presented in a foreign language, as well as the active ability to react in accordance with the stylistics and norms of intercultural communication.

Course content:

Infrastructures urbaines. Bâtiments et lieux publics. Au bureau de change. Devises. A la banque. Opérations bancaires. Moyens de paiement. Au bureau. Mobilier. Équipements. Fournitures de bureau. Vie politique et institutions. Administration d'État. Découpage administratif. Administration territoriale. Justice et système judiciaire. Technologies d'Information et de Communication. Secteurs d'activités économiques et marchés. Diversité des entreprises. Organisation interne d'une entreprise. Emplois et responsabilités. L'Union européenne et l'euro. Correspondance personnelle. Communication par téléphone. Mode subjonctif. Temps du subjonctif. Mécanismes des concordances au subjonctif. Modes non-personnels. Infinitif présent et passé. Participe présent et gérondif. Discours direct et discours rapporté. Voix du verbe. Voix active, passive, pronominale, impersonnelle. Adverbe. Adverbes de modalité. Adverbes en « ment ». Adverbes particuliers. Place de l'adverbe. Degrés de comparaison. Prépositions et conjonctions. Situation dans le temps. Expression de la durée. Expression de la cause. Expression de la conséquence. Expression de la comparaison. Expression de l'opposition et de la concession. Expression du but. Expression de la condition et de l'hypothèse. Modalisation.

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale .

RUSSIAN LANGUAGE II FOREIGN LANGUAGE, PART II

ECTS credits: 5

Form of knowledge assessment: ongoing control and exam

Semester: 2

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Sonia Hristova, PhD

Weekly hours: 01+4s

Type of exam: written

Annotation:

The aim of the course is to provide students with basic knowledge of the functioning of the system of the modern Russian language and to develop the four types of speech skills: speaking, listening comprehension, reading and writing to level A 2 /basic – TBU/. The learning process is aimed at building specialized foreign language competencies, which are an important condition for the successful professional realization of students as qualified personnel for servicing the tourism industry. At the same time, the phonetic-intonational, lexical and grammatical aspects of the language are presented. The new information is presented in a complex manner /combining vocabulary and grammar, syntax and morphology/, concentrically /attention is paid to the semantic side of the studied units/ and contrastively /compared with the system of the Bulgarian language and

correlated with real communication situations/. Strong and flexible associations are created between linguistic means and the content of speech, so that the student can freely express his thoughts and understand foreign utterances in Russian.

Course content:

Noun: gender, number and case. Case system of the Russian language. Declension of nouns. Pronouns in the genitive case. Genitive case without prepositions. Genitive case with prepositions. Meanings of prepositions. Genitive case for nouns and verbs. Dative case. Accusative case with and without prepositions. Verbs of movement. Creative case. Proposed Maturity. Comparison of subjunctive and accusative. Adjective – types. Declension of adjectives. Degrees of comparison of adjectives. Quantitative numerals. Active and passive constructions. Direct and indirect speech – transformations. Repetition of the maturity system. Conditional constructions.

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale .

ITALIAN LANGUAGE II FOREIGN LANGUAGE, PART II

ECTS credits: 5

Weekly hours: 01+4s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 2

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Anelia Daleva, PhD

Annotation:

The course continues the practical course in Italian from the first semester. The course follows the “ Progretto ” system. It is aimed at students acquiring basic communication skills, understanding each other at a slightly higher than elementary level and composing longer and more meaningful utterances /oral and written/, in accordance with the rules of the Italian language. The goal is that at the end of the course, students will 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 and understand texts in Italian, most of which, in a dialogical form, be expressed in this language so that they can be understood by other speakers of the language; to compose certain simple written texts for different purposes.

Course content:

Noun – gender and number. Types of adjectives – agreement with the noun. Types of adjectives – agreement with the noun. Present tense of regular and irregular verbs in the indicative mood. Concept of modal verbs. Concept of modal verbs. Prepositions. Past perfect tense – formation and use. Correct and irregular past participle. Present tense. Past perfect tense – exercises. Simple future tense – forms, use and stylistic features.

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale .

SPANISH II FOREIGN LANGUAGE, PART II

ECTS credits: 5

Weekly hours: 01+4s

Knowledge testing formula: ongoing control and exam

Type of exam: written

Semester: 2

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Lyubov Ivanova, PhD

Annotation :

Parallel is develop written and speech - communication skills and habits on receptively and reproductive level , as and opportunities for independent work on strangers authentic texts . The grammatical material is tidy according to the principle by internal logic and mutual conditionality between the eikos phenomena . The lexical volume is organized thematically . The training is conducts by the Español system . The tutorial gives opportunity on the students yes master the language to

degree allowing them conversation on household and most common social – economic topics . The acquired linguistic skills respond on first part from level A 1, according to The European standard for evaluation .

Contents on the school discipline :

Preparar una excursi3n. Expresar intenciones,alternativas. Marcadores de tiempo: Ir a + infinitivo Lugares y monumentos de inter3s: Andaluc3a Qu3 has hecho? Hablar de hechos pasa-dos;dar excusas; Preterito perfecto; peterito indefinido Pintura esp. e hispanoamericana. Cu3ntale qu3 pas3. Describir estados de ani-mos y objetos; Preposiciones:en,a,desde, hasta,entre;pron.negativos nadie/nada M3sica hispanoamericana. Viajar en avi3n. Hacer proyectos y predecir;hablar por telefono. Comparacion. Futuro imperfecto El tiempo en Hispanoam3rica. Antes y ahora. Describir en pasado; expresar la frecuencia; El v. “quedar”. Preterito imperfecto Una visita a ciudad de M3xico. Instrucciones. Expesar obligacion,posi-bilidad, negacion, indife-rencia Pron.pers CI. Las condiciones. Hay qye + infinitivo. La lengua espanola en el mundo. Acontecimientos del pasado. Expresar acciones interrumpidas por otra Pr.indefinido; Estructuras comparativas. Acontecimientos hist3ricos en Espa3a desde 1975.

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale .

GREEK LANGUAGE II FOREIGN LANGUAGE, PART II

EST S credits: 5

Knowledge testing formula: ongoing control and exam

Semester: 2

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Ruska Bozhkova, PhD

Weekly hours: 0l+4s

Type of exam: written

Annotation :

The Greek language course has a strictly emphasized practical focus, which is expressed in the oral and written mastery of the foreign language as a means of communication. The topics covered are ongoing, correspond to the interests of the students and provide ample opportunity for conversation and discussions. On the other hand, they contribute to the mastery of basic vocabulary, grammar and syntax for the development of communicative skills. The course aims to build pronunciation and spelling habits, master certain vocabulary and grammar and build skills in listening, speaking, reading and writing in Greek.

Course content:

Demonstrative pronouns. Texts: national holidays in the Republic of Greece. Possessive pronouns. Texts: at the market. Possessive pronouns. Texts: clothing. Verbs of the first conjugation, reflexive-passive mood (first part). Texts: characteristics of my personality. Verbs of the first conjugation, reflexive-passive mood (second part). Texts: my body. Verbs of the first conjugation, reflexive-passive mood (third part). Texts: professions. Colors. Personal holidays. Interrogative pronouns. Texts: Types of communication. Indefinite pronouns. Numbers from 101-1000. Texts: tourist destinations in the Aegean Sea. Relative pronouns. Proper nouns. Texts: rooms in the house. Numeral nouns and adjectives. Numeral and ordinal numerals. Texts: time. Masculine adjectives of – υς , - ια , - υ . Verbs of the first conjugation (first part). Texts: Modern Greek literature. Feminine adjectives of – υς , - ια , - υ . Verbs of the first conjugation (second part). Texts: Modern Greek literature. Neuter adjectives of – υς , - ια , - υ . Verbs of the second conjugation (first part). Texts: Modern Greek literature. Etiquette in behavior. Verbs of the second conjugation (second part). Texts: Modern Greek literature. Masculine adjectives of - ής , ιά , - ί . Texts: Modern Greek literature. Feminine adjectives of - ής , ιά , - ί . Opposites. Texts: National holidays in the Republic of Greece (part one). Adjectives of the neuter gender of - ής , ιά , - ί . Texts: national holidays in the Republic of Greece (part two). Adjectives of the masculine gender of – ης , - ης , - ες . Adjectives with one or two genders and one or two endings. Texts: modern Greek literature. Adjectives of the feminine gender of – ης , - ης , - ες . Types of compound words. Texts: modern Greek literature. Adjectives of the neuter gender of – ης , - ης , - ες . Texts: modern Greek literature. Degrees of comparison. Texts: modern Greek literature.

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale .

TOURISM SOFTWARE

ECT S credits: 3

Weekly hours: 3l+0s

Knowledge testing formula: ongoing control and exam

Type of exam: written

Semester: 2

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Ivanka Vasenska, PhD

Annotation :

"Software" is a discipline that should familiarize students with the specifics, requirements and modern approaches to using programs and applications for the management and organization of tourism activities and services. This course provides a comprehensive introduction to software and offers key concepts, processes and techniques, as well as their applications. Students will gain knowledge and skills about the course and its importance and application for organizations, regardless of whether they are newly established or established on the market. In addition to a general overview of software applications, the course covers research design, including processing and preparation of qualitative and quantitative data for processing, used for data analysis on the management and organization of tourism activities and services. The main objectives that should be addressed in the implementation of the curriculum are: 1. Acquiring knowledge about the essence of new trends in the realization of the tourism product in a digital environment, as well as using the advantages of ICT to improve tourism services. 2. Acquiring knowledge and practical skills for organizing and conducting research and studying phenomena with the help of computer systems for the purposes of sustainable management in the fields of tourism and hospitality. 3. Acquaintance with the basic scientific methodologies and the possibilities for their application in various fields, both for obtaining data and information, their analysis, forecasts and making decisions with a higher degree of adequacy in terms of the management of enterprises in the field of tourism and hospitality.

Contents on the school discipline :

Global digitalization – impacts and influence. The main role and task of digitalization. The revolution of information technologies. Practical application of information technologies, software and platforms. The possibilities for the realization of tourism services in a virtual environment. Methods for conducting digital research and analysis. Methods for processing data, texts, images and analysis. Artificial intelligence application and tools. Electronic supply chain management in tourist destinations. E-commerce. Databases, platforms, programs, systems - local, global. Online distribution and management channels. Implementation of ICT for the needs of small tourism businesses managed by owners: Organizational decision-making and leadership perspective. Ethical framework for a sustainable society in the era of digitalization and artificial intelligence: opportunities, risks, principles and recommendations. Cybersecurity in the spheres of hospitality and tourism: a risk-based approach.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminar classes, during the implementation of the ongoing control, and of serious importance are the results achieved from the assigned tasks and tests.

FINANCING AND CREDIT IN TOURISM

ECTS credits: 5

Weekly hours: 2l + 1s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 2

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Elena Stavrova, PhD

Annotation:

The course aims to provide the necessary theoretical and practical knowledge in the field of the structure of the financial system, public finance, financial and tax policy and the main sources of financing for small businesses. Knowledge of the main sources for generating revenue and expenditure flows in public finance, the basics of corporate finance and their effective use are the main goals of the training course. Using appropriate terminology, the foundations of multi-faceted knowledge are laid, serving as a basis for development in other areas of financial provision of the tourism industry, for the successful implementation of an independent business.

Course content:

Finance and Financial System. Financial System of the Republic of Bulgaria. Place of public finances and their relationships with other units of fiscal and non-fiscal finances. Public (fiscal) finances. Essence of public finances. Basic theories of public finances. Origin, essence and elements of tax. Types of taxes, Tax system. Direct property taxes. Direct income taxes Taxation of income of individuals. Taxation with patents. Corporate income taxation. Direct income taxes. Corporate income taxation.

Indirect taxes. Excise duties. Indirect taxes. Customs duties. Customs taxation, control over the implementation of customs regimes. Indirect taxes. Origin and nature of VAT. Organization of VAT taxation. Legal regulation of the activity and structure of the revenue administration. State expenditures. Courses of economic activity according to Bulgarian legislation. Banking services for economic agents. Investment financing – loans and public offering of securities. Management of accumulations and savings in the company.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures and seminars. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the ongoing control, and of great importance are the results achieved by the assigned tasks and tests.

CAPITAL INVESTMENTS IN TOURISM

ECTS credits: 5

Weekly hours: 21 + 1s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 2

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Desislava Stoilova, PhD

Annotation:

The course aims to present specialized information on the specifics of the investment process in tourism. In structural terms, it covers both basic general topics of investment theories, strategies and solutions, and specific problems related to determining the liquidity, solvency and profitability of the tourism company, the possibilities for using operational and financial leverage and applying methods for analyzing and assessing the effectiveness of alternative investment projects. Special attention is paid to the possibilities for financing and optimizing investment decisions. The aim of the course is for students to gain in-depth knowledge in the field of managing the investment process in the tourism company, by becoming familiar with the main tools and methods for assessing the effectiveness of investment projects and the possibilities for their application in practice.

Course content:

Financial management of the tourism company. Annual financial statements . Analysis of the company's financial statements. Investments and investment strategies. Investment decisions and investment process in the company. Analysis and assessment of the effectiveness of investment projects using the "Critical sales volume" method. Analysis and assessment of the effectiveness of investment projects using the "Net present value" method. Analysis and assessment of the effectiveness of investment projects using the "Internal rate of return" method. Analysis and assessment of the effectiveness of investment projects using the "Payback period of investment" method. Long-term financing of the company's investment decisions. Financial leverage. Weighted average cost of financing and weighted average rate of return on the company's investments.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures and seminars. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the ongoing control, and of great importance are the results achieved by the assigned tasks and tests.

TOURISM DESTINATION MANAGEMENT

ECTS credits: 5

Weekly hours: 41+ 0s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 3

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Mariya Stankova, PhD

Annotation:

The course is oriented towards clarifying the specifics of the tourism industry, the nature, formation and movement of tourist flows worldwide and their geographical orientation. As a thematic focus, it introduces tourism students to the emergence and development of the tourism industry, as well as to ongoing trends in the international tourism market and the development of tourist destinations. The fact that travel has deeply entered everyday life and affects people's behavior both directly and indirectly 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 a prerequisite for the accumulation of knowledge and the formation of professional skills of great importance for the future realization of students.

Course content:

Specifics of the tourism industry. Definition of the tourism industry and the tourist destination. Introductory questions from the theory and practice of tourism and tourist destination management. Courses and objects of management – within the framework of the United Nations World Tourism Organization. International tourism organizations. Destination management organizations – meaning, genesis and evolution, structure and functions. Diversity and forms of destination management organizations. Peculiarities of the international tourist market. Peculiarities of the internal tourism market. Competitive differentiation strategies: the relevance of experience. Competitive positioning and management of tourist destinations. The life cycle of tourism products and destination management: innovations. Territorial localization of tourist destinations. General characteristics and movement of tourist flows between tourist destinations. Regional aspects of tourism destination management. Regional characteristics of the Europe region. Regional features of the Americas region. Regional features of the Africa region. Regional characteristics of the Middle East region. Regional features of the Asia, Australia and Oceania region.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

STATISTICS

ECTS credits: 5

Form of knowledge assessment: ongoing control and exam

Semester: 3

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Vyara Kyurova, PhD

Weekly hours: 2l + 1s

Type of exam: written

Annotation:

The lecture course examines statistical methods and reveals their essence and specific application in economic practice. Special attention is paid to the possibilities of obtaining statistical characteristics using PK and PPSP and emphasizes the interpretation of these characteristics. The goal of the course is to introduce students to the basic knowledge of statistics and their practical application in the statistical study of economic phenomena and processes.

Course content:

Statistics as a science and practice. Course, method and functions of statistics. Basic statistical concepts. Statistical population - nature and types of statistical populations. Statistical unit. Definition. Types of units. Statistical characteristic. Definition and types of characteristics. Statistical information – nature and stage of its obtaining. General statistical characteristics. Measurement and measurement 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. Essence, cognitive meaning and stages of statistical grouping and summary. Types of statistical grouping. Technique of statistical grouping. Statistical analysis. Essence of statistical analysis. Tasks of statistical analysis. Types of statistical analysis. Statistical series. Definition and elements. Types of statistical series. Statistical tables. Nature and elements of statistical tables. Types of statistical tables. Graphical statistical images. Essence and cognitive capabilities of graphic statistical images. Elements of graphic statistical images. Types of graphic statistical images. Application of graphic statistical images. Statistical quantities. Nature of statistical quantities. Types of statistical quantities. Absolute statistical quantities – nature, types. Relative statistical quantities – nature and types. Average quantities – nature and types. Average quantities of variational statistical series. Algebraic averages of variational series. Arithmetic mean. Essence, properties, calculation. Calculation of arithmetic mean from data of territorial and categorical statistical series. Non-algebraic (positional) averages – nature and types. Median. Calculation of median for discrete and interval variation series. Quartiles, deciles and centiles. Mode – nature, calculation for ungrouped data, from discrete variation series and from interval series. Relationship between arithmetic mean, mode and median. Statistical dispersion. General characteristics and cognitive significance. Methods for measuring statistical dispersion.–rank, arithmetic mean deviation, standard deviation, dispersion. Standard deviation and dispersion for alternative categorical features. Quartile deviation (Bowley's method) Mean difference. Empirical ratio between absolute measures of statistical dispersion. Moments, skewness and kurtosis. Nature of moments of the distribution. Types of moments of the distribution. Nature and calculation of skewness and kurtosis. Representative (sample) statistical study. General characteristics and advantages of representative statistical study. Tasks of representative study. Requirements for sample formation. 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. Planning the sample

size. Areas of application of representative studies. Statistical study of dependencies. Nature and types of dependencies. Analysis of variance – general characteristics. One-factor 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 correlation relationships. Statistical study of development. Cognitive essence. Methods for analyzing development. Descriptive indicators for characterizing development. Statistical characterization of general development.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures and seminars. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the ongoing control, and of great importance are the results achieved by the assigned tasks and tests.

ECONOMETRICS

ECTS credits: 5

Weekly hours: 2l + 1s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 3

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Radoslav Mavrevski, PhD

Annotation:

The course "Econometrics" aims to build the theoretical foundations for understanding the problem related to the measurement of economic processes, testing economic theories, evaluating econometric models and their use in practice. The material is selected in accordance with the planned hours and the specifics of the specialty, and within the framework of a reasonable compromise between theoretical and empirical material, priority is given to the relationship between economic theory and the real possibilities for econometric analysis of the behavior of firms, consumers and macroeconomic processes in the economy. The discipline provides an opportunity for empirical assessment of the theoretical knowledge obtained and their real use at the micro and macro levels, while being based on a certain minimum of fundamental knowledge in the field of mathematics and statistics.

Course content:

Economic information, information generation process, local information generation process. Mathematical models: typology and structure . Model construction phases . Preliminary statistical analysis. Linear econometric models with one explanatory variable. Econometric models with one equation and several explanatory variables. Econometric models with several equations. Techniques for estimating models with several equations. Statistical hypothesis testing - means. Variance and chi-square tests. Tests applicable to econometric models. Methods for time series analysis. Analysis of business cycles. Models with limited dependent variables. Stationary random processes, cointegration, unobservable variables.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures and seminars. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the ongoing control, and of great importance are the results achieved by the assigned tasks and tests.

FORECASTING IN TOURISM

ECTS credits: 5

Weekly hours: 2l + 1s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 3

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Vladimir Tsenkov, PhD

Annotation:

The lecture course is developed in accordance with the general objectives of the specialty "Tourism". The lecture course examines the essence of the concept of scientifically based forecasting, as well as the set of methods subordinate to this concept and found application in the tourism industry. The course is intended for students as specialized information on the specifics of courseive and objective forecasting methods and in particular some of the expert forecasting methods, as well as a large part of the most popular multivariate and univariate forecasting methods that can be used in the tourism industry. Forecasting in tourism is a discipline that should familiarize students of the Tourism major with the specifics, requirements and

standards of the conjuncture as a snapshot 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:

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

Teaching and assessment technology:

The training in the course is carried out in the form of lectures and seminars. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the ongoing control, and of great importance are the results achieved by the assigned tasks and tests.

QUALITATIVE RESEARCH IN TOURISM

ECTS credits: 5

Weekly hours: 2l + 1s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 3

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Ilinka Terziyska, PhD

Annotation:

The course aims to familiarize students with the characteristics of qualitative research methods with a focus on their use in tourism. The main approaches and techniques are examined, with special attention paid to their advantages and disadvantages in specific case studies. The aim of the course is to present the main qualitative research methods that are used in tourism. The main tasks that are set are: familiarization with the specifics of qualitative scientific methods, creation of skills for choosing an appropriate method for the set research goal, collection and processing of qualitative data, analysis and presentation of the results, skills for using specialized software.

Course content:

Features of the qualitative approach in tourism research. Differences between the quantitative and qualitative approaches. Sampling strategies in qualitative research. Grounded theory method: general characteristics, application in tourism research. Advantages and limitations. Ethnographic methods in tourism research – essence, advantages and limitations. The in-depth interview method. Types of interviews. Interview preparation. Fieldwork. Coding, analysis and presentation of results. The method of inclusive observation. Essence and application in tourism. Advantages and limitations. Focus group as a method for gathering information. Essence and application in tourism. Advantages and limitations. Content analysis. Essence and categorization. Coding and reliability of information. Interpretation of results. Case study. Online qualitative research. Netnography. Software products for qualitative research.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures and seminars. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the ongoing control, and of great importance are the results achieved by the assigned tasks and tests.

GEOTOURISM

ECTS credits: 5

Weekly hours: 2l + 1s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 3

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Mariya Stankova, PhD

Annotation:

The course is oriented towards revising the concept of the essence of tourism and revealing new dimensions of its diverse social impact. The relevance of the issue is determined by the growing importance of sustainable development as a way of complex change in socio-economic life. The lecture course traces the theoretical statements necessary to clarify the specifics of geotourism and its practical manifestation. Special attention is paid to its possibilities for maintaining and increasing the geographical potential of the tourist destination, culture, environment, cultural heritage and the well-being of the local community. The course aims primarily to provide tourism students with the necessary knowledge to organize geotourism trips and maintain the geotourism potential of tourist destinations, both around the world and in Bulgaria.

Course content:

Essence 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. Geosciences and tourism. Prerequisites and opportunities for transforming a geological site into a tourist site. Species diversity and specific features of the geotourism product. Geological diversity. Geological monuments. Paleotourism and archaeotourism. Market segments in geotourism. Typology and consumer models of geotourists. Development of a geo-tourism destination. Limitations and effects of tourism development on the territory. Determining the manifestations and characteristics of geotourism influences. Services accompanying the organization and conduct of a geo-tourism trip.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures and seminars. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the ongoing control, and of great importance are the results achieved by the assigned tasks and tests.

FOOD AND BEVERAGE MANAGEMENT

ECTS credits: 5

Form of knowledge assessment: ongoing control and exam

Semester: 3

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Teodora Kiryakova, PhD

Weekly hours: 21+ 1s

Type of exam: written

Annotation:

The discipline is methodically organized to introduce students to food management by presenting the three different complexes of applied knowledge in the field of food, namely - technological, managerial and legislative. The emphasis in the discipline is on quality management and control. Knowledge of food and beverages is part of the key competencies that management and executive personnel in tourism need to possess in order to be able to provide food management models in their activities. The curriculum covers concepts that are multifaceted in nature. In view of the powerful discussions in society about organic food, GMO food, European standards and labels, the course of discussion is the basic chemical and microbiological concepts, processes for determining food quality, as well as the basic safety requirements. Other central topics, again related to the dynamics of optimizing quality, are the influence of technological and organizational factors. Particular importance is given to familiarizing students with good practices in food management, which reflect the exceptional importance of the discipline for modern technology and management practice.

Course content:

Materials science of food products and beverages. Basic technological processes. Types of food products and beverages. Properties of foods. Properties of beverages. Nature and characteristics of the food chain. Relationships between suppliers and customers. Food quality - definition and basic requirements. Food safety. Dynamics of food quality. Optimizing food quality. Quality and safety of beverages. Types of beverages. Technological equipment of catering establishments and restaurants. Basic regulatory acts regulating issues of healthy and safe working conditions. Legal regulation of foods. General legal regulation. Ensuring food safety of foods and beverages according to the ongoing ISO 9000 and HACCP instructions. Special legal regulation of foods. Food standardization. Standardization of beverages. General requirements for non-alcoholic beverages. Basic methods for the standardization of alcoholic beverages. European food legislation. European food law. Regulations from the "hygiene package", "" and "White Paper on Nutrition" and the European Strategy on Nutrition and the Codex Alimentarius on nutritional standards. Microbiological criteria for food. Microbiological criteria for beverages. European regulation of food quality. European regulation of organic food, regulation of GMO food. National food legislation. Food Act and other laws in the field of food and beverages. Basic regulations for food and beverages. National food control.

Fundamentals of quality management. Quality planning and improvement. Food quality management. Food quality assurance. Quality control. Quality management systems. Food quality management by standard. Risk management and analysis in food and beverages. Hazard analysis and critical control points (HACCP). Nutrition trends, types of diets. Relationship between food and beverage quality and tourism. Culinary capitals in Europe.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures and seminars. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

TOURISM ATTRACTION MANAGEMENT

ECTS credits: 5

Assessment method: ongoing control and exam

Semester:

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Ruska Bozhkova, PhD

Weekly	workload:	2l	+	1s
Exam	format:			Written
				3

Annotation:

This lecture course is designed to provide specialized knowledge on international and national trends in the management of tourist attractions. Its objectives are for students to:

Acquire fundamental theoretical knowledge about key management tools. Understand the specifics of managing tourist attractions. Learn and apply core management strategies. Become familiar with relevant national and EU regulations in the field of tourist attraction management.

The ultimate goal is for students to develop both foundational knowledge and practical skills, with a particular focus on management instruments and strategic approaches in managing tourist attractions.

Course Content:

Tourist attractions – definition and types. Tourist zoning. Location of tourist attractions in Bulgaria. Online register of tourist attractions in Bulgaria. The Tourism Act and Regional Tourism Management Organizations (RTMOs). Theoretical foundations of management. Types of management of tourist attractions. Nature and specifics of managerial decision-making. Digitalization of tourist attractions. Characteristics of key management functions. Strategic planning. The strategic planning process. Formulation of a strategic plan. Implementation of a strategic plan. Stages of the managerial decision-making process. Methods for group managerial decision-making. Innovative management approaches in tourism. Market and sales potential of the enterprise. Development of sales forecasts. Forecasting methods. Marketing mix. Market factors affecting the choice of marketing mix. Ethics and social responsibility in managerial decision-making. Conflict management. Development of European tourism regions. EU regional policy on tourism.

Teaching and Assessment Methodology:

The training in this academic discipline is conducted through lectures and seminar exercises. The course concludes with an examination. Priority is given to students' practical and independent work. Knowledge, skills, and competence are assessed through ongoing evaluation, with significant emphasis placed on the results achieved from assigned tasks and tests.

BUSINESS ENGLISH I – FOREIGN LANGUAGE, PART I

ECTS credits: 6

Assessment method: Ongoing control and exam

Semester:

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Asst. Prof. Vesela Ivanova, PhD

Weekly	workload:	0l	+	4s
Exam	format:			Written
				3

Annotation:

This course introduces students to foreign language learning with a focus on business-related contexts. It covers the fundamentals of business English, including the specifics of business telephone conversations, formal meetings, and more. All four language competencies—reading, listening, speaking, and writing—are addressed, with a strong emphasis on improving students' ability to produce written texts. During the course, students develop specialized communication skills for business environments, with particular attention given to the importance of communication in the economist's profession.

The course aims for students, by the end of both parts, to be familiar with a wide range of communicative situations relevant to their future careers. Creativity is encouraged through the creation of promotional materials, brochures, flyers, and offers, each of which is courseed to peer review and analysis.

Course Content:

Adverbs of frequency. Present Simple. Past Simple. Present Continuous vs. Present Simple. Types of tourism organizations. Marketing terms. E-marketing. Comparatives and superlatives. Translating a letter. Writing a letter of apology. Handling complaints. Present Perfect. Grammar review.

Teaching and Assessment Methods:

The course concludes with a written exam. Each language skill is assessed as a component of the final exam. Students are evaluated on their knowledge, skills, and competencies during seminar sessions and through ongoing assessment. Particular importance is placed on performance in assignments and tests. Final grades are awarded using the Bulgarian six-point grading scale.

BUSINESS GERMAN I – FOREIGN LANGUAGE, PART I

ECTS credits: 6

Assessment method: Ongoing control and exam

Semester:

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Senior Lecturer Olga Kostadinova, PhD

Weekly	workload:	0l	+	4s
Exam	format:			Written
				3

Annotation:

The Business German I course introduces foreign language learning with a focus on the specific needs of business. It covers the basics of business language, the specifics of business phone conversations, official meetings, and business style. All four language competencies—reading, listening, speaking, and writing—are addressed, with a strong emphasis on improving students' ability to produce texts. Throughout the course, students acquire specialized communication skills for a business environment, with particular attention paid to the role of communication in the work of an economist. The aim is for students to be familiar with a wide range of communicative situations that they may encounter in their future careers. Creativity is encouraged in the creation of promotional materials, brochures, flyers, and offers. The course also aims to review the essential aspects of grammar while preparing students for free communication in business, economics, tourism, and public-cultural life, all at a specialized goals-oriented level.

Course content:

Produktanfrage . Preisanfrage . Firmenanfrage . Einholung einer Personalreferenz . Anfrage - Ersuchen um Spezialpreisangabe . Vertretungen - erste Kontaktnahme . Erkundigung über Vertretung. Agenturauskunft . Ersuchen um Geschäftsreferenz . Günstige Geschäftsreferenz . Ungünstige Geschäftsreferenz . Ausweichende Answer auf Ersuchen um Geschäftsreferenz . Auftragserteilung. Auftragbestätigung . Witherrufung einer Bestellung . Auftrag für especial Büroartikel. Begleitbrief zur Begleichung einer Rechnung . Rechnungsbegleichung—Bitte um Stundung . Payment refusal .

Teaching and Assessment Methods:

The course concludes with an exam. Each language skill is represented as a component of the final exam. Students are evaluated on their knowledge, skills, and competencies during seminar sessions and through ongoing assessment. Particular importance is placed on performance in assignments and tests. The final grade is awarded using the Bulgarian six-point grading scale.

BUSINESS FRENCH I – FOREIGN LANGUAGE, PART I

ECTS credits: 6

Assessment method: Ongoing control and exam

Semester:

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Mariya Stankova, PhD

Weekly	workload:	0l	+	4s
Exam	format:			Written
				3

Annotation:

The course aims to enhance the basic language skills of listening, speaking, reading, and writing. Its goal is to expand students' linguistic and communicative competence in French, laying the foundations for specialized language learning. Modern teaching systems for learning French for specific purposes, as well as multimedia materials, are employed in the course. The

content includes thematic, lexical, grammatical, and socio-cultural components. The focus is on achieving communicative competence in the field of business and the student's specific profession. Building on modern educational systems for learning French for specific purposes, students engage with specialized texts in areas such as business, economics, trade, banking, and more. The topics covered are closely connected to the professional daily life of the students. Along with the introduction of new terminology, students' knowledge of more complex grammatical structures is expanded and deepened. The course improves reading comprehension techniques for specialized foreign-language literature and information from electronic and other sources. The use of educational and authentic texts, video materials, and multimedia products for language learning helps students develop skills for both oral and written communication in real professional situations.

Course Content:

The detailed syllabus and thematic components would likely follow the specifics of French business and economics language, covering topics such as: Business vocabulary and expressions. Communication in business settings (e.g., meetings, emails, phone calls). Banking and financial terms. Trade and commerce-related terminology. Socio-cultural aspects of business interactions. Understanding specialized business texts. Techniques for effective professional communication in French. Définition du tourisme. Types de tourisme. Tourisme interne. Tourisme international. Produit touristique. Entreprises touristiques. Métiers du tourisme. Voyages et titres de transport. Formalités douanières. Change et devises. Moyens de paiement. Assurances. Caractéristiques de la demande touristique. Offre touristique. Forfait touristique. Expression du passé. Situation dans le temps. Expression de la durée. Expression du futur. Expression de l'antériorité. Expression de la postériorité. Expression de la simultanéité. Les indicateurs de temps. Constructions relatives. Particularités d'emploi des pronoms relatifs. Subjonctif ou indicatif dans les propositions relatives. Expression de la supposition et de l'hypothèse. Constructions passives. Enchaînement des idées dans un discours.

Teaching and Assessment Methods:

The course concludes with a written exam. Ongoing assessment includes regular monitoring of students' language progress and active participation in seminars. The assessment focuses on both comprehension and production of specialized business texts, oral communication, and written communication. The final grade is awarded based on performance in assignments, tests, and the final exam.

BUSINESS RUSSIAN LANGUAGE I – FOREIGN LANGUAGE, PART I

ECTS credits: 6

Form of assessment: Continuous assessment and final exam

Semester:

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch.Asst. Prof. Sonia Hristova, PhD

Weekly	workload:	01	+	4s
Type	of	exam:		Written
				3

Annotation:

The course *Business Russian Language – Part I* marks the beginning of specialized foreign language training within the **Tourism** professional field. Its goal is to prepare students to use the Russian language in professional contexts.

With a focus on future career opportunities in **tourism and business communication**, the course emphasizes:

The acquisition of business protocol,. Russian speech etiquette,. And professional terminology.. It aims to develop:. The ability to engage in spoken communication in various socially determined situations,. Stable phraseological patterns,. And communication habits that help students effectively interact with native Russian speakers as representatives of a different culture.The course strengthens linguistic competence both structurally and functionally, while equipping students with strategies for resolving communicative challenges in business and tourism. A key objective is the development of professional communication skills in Russian for use across all sectors of the tourism industry. This is achieved through thematic simulated scenarios that mirror real-world business situations. The course makes active use of: Multimedia tools,. Video materials,. Authentic informational sources,. And the Internet as a resource for real-time, up-to-date communication. The main communicative goal of the course is to develop spoken language skills, particularly listening and speaking, while also instilling knowledge of business etiquette in Russian-language communication.

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. Профессия. Карьера. Местоимения в родителен падеж. Родителен падеж без предлози. Визитная карточка. Имидж делового человека. Подготовка к переговорам. Проведение переговоров. Национальные особенности ведения переговоров. Родителен падеж с предлози. Значения на предлозите. Деловая беседа по телефону. Техника телефонных переговоров. Этические нормы телефонного разговора. Родителен падеж при имената и глаголите. Электронная почта. Деловое письмо. Типы деловых писем. Дателен падеж. Регистрация. Программа пребывания. Питание. Винителен падеж с предлози и без предлози. Глаголи за движение.

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. Творителен падеж. Деловой этикет и коммерческая тайна. Защита деловой информации. Защита интеллектуальной собственности. Предложен падеж. Сравнение на предложен и винителен падеж. Информация о клиентах и конкурентах. Прилагателно име – видове. Склонение на прилагателните. Личное резюме. Собеседование при приеме на работу. Степени за сравнение на прилагателните. Умение держать себя в обществе. Внешний вид и привычки. Количествени числителни. Этикет на официальных мероприятиях. Виды приемов и поведение на них. Сервировка стола. Рассадка гостей за столом. Рассадка по автомашинам. Активни и пасивни конструкции. Пряка и косвена реч – трансформации. Транспорт и комуникации – видове. Търговия. Повторение на падежната система. Условни конструкции.

Teaching and Assessment Technology:

The course concludes with a written exam. Each language skill is represented as a component of the exam. Students' knowledge, skills, and competencies are assessed during the seminar sessions and through continuous assessment. Special emphasis is placed on the results achieved from assigned tasks and tests. Final grade:

Students receive a grade based on the six-point grading scale.

BUSINESS ENGLISH LANGUAGE II FOREIGN LANGUAGE, PART I

ECTS credits: 6

Assessment method: ongoing control and exam

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Ivanka Vasenska, PhD

Weekly workload: 0l + 4s

Exam type: Written

Annotation:

This course introduces foreign language instruction for the specific purposes of business. It covers the fundamentals of business language, the specifics of telephone business conversations, formal meetings, and more. All four language skills—reading, listening, speaking, and writing—are covered, with strong emphasis on improving students' ability to produce texts. Throughout the course, students acquire specific communication skills for business settings, with a focus on the importance of communication in the work of economists. By the end of the course, students are expected to be familiar with a wide range of communicative situations that their future careers might involve. Creativity is encouraged through the development of advertising materials, brochures, leaflets, and offers, with each student's project course to peer review and critique. The practical course develops in several directions: acquiring new vocabulary in each lesson, enriching previously acquired vocabulary, learning syntactic structures, and practicing texts on everyday and practical topics (situational English). Productive language skills are developed, pronunciation is practiced, and translation to and from English is included. Discussions on current topics are planned, with students presenting role-played dialogues. The vocabulary scope includes 300–500 new words.

Course Content:

Several advertising texts. Establishing contacts. Invitation letter. At the reception. At the airport. Conversation with the company's executive director. The flight. Before the flight. Formal dinner. Survey. Offer. Response to offer. Order confirmation. Arranging a meeting. Draft contract I. The contract. Beginning of negotiations. Contract II. Company presentation. Terms of payment. Installment payment. Packing and transportation I. Packing and transportation II. Delivery terms. Delivery time. Final provisions.

Teaching and Assessment Technology:

The course concludes with a final exam. Each language skill is assessed as part of the exam. Students' knowledge, skills, and competencies are also evaluated during seminar sessions through continuous assessment. Special emphasis is placed on performance in assignments and tests. Final grade: Students are graded on a six-point scale.

BUSINESS GERMAN LANGUAGE II, FOREIGN LANGUAGE, PART I

ECTS credits: 6

Assessment method: ongoing control and exam

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Weekly workload: 0l + 4s

Exam type: Written

Lecturer: Senior Lecturer Olga Kostadinova, PhD

Annotation:

The course *Business German Language II – Part I* introduces foreign language instruction for the specific purposes of business, beginning with selected texts of moderate difficulty. It covers the fundamentals of business language, the specifics of telephone business conversations, formal meetings, and business writing style. All four language competencies—reading, listening, speaking, and writing—are included. A special focus is placed on improving students' skills in producing texts on key business-related topics. The course emphasizes the role of formal communication in business contexts. A significant portion of the course content involves communicative situations framed around the processing of business documents—letters of inquiry, confirmations, invitations, responses, and refusals. Students' creativity is encouraged through the development of short advertising texts and promotional business offers, including letters in the fields of tourism, travel, and hospitality. The course aims both to review essential areas of grammar and to prepare students for effective communication in business, economics, tourism, and socio-cultural life, all within the context of business and tourism-specific situations.

Course Content:

Introduction to key documents covered in the course. Drafting, formatting, and processing documents – commands in German. Stages of document creation, formatting, saving, printing, registering, and sending. Characteristics of greeting formulas. Intercultural differences and similarities in business correspondence in German, English, and Bulgarian. Drafting and formatting orders and inquiries. Drafting and formatting letters of request. Creating a directory “Business Letters of Colleagues”. Decision-making. Meetings, invitations to meetings, reporting meetings. Writing meeting minutes. Invitations to special events. Organizing special events. Translating texts – invitations, announcements. Drafting inquiries for request letters. Replies to request letters.

Teaching and Assessment Technology:

The course concludes with a final written exam. Each language skill is represented as a component of the assessment. Students' knowledge, skills, and competence are evaluated throughout the seminar sessions via continuous assessment, with special emphasis on the performance on assignments and tests. Final grade: Students are graded using the six-point scale.

BUSINESS FRENCH LANGUAGE II, FOREIGN LANGUAGE, PART I

ECTS credits: 6

Assessment method: ongoing control and exam

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Mariya Stankova, PhD

Weekly workload: 01 + 4s

Exam type: Written

Annotation:

The course aims to improve the fundamental language skills—listening, speaking, reading, and writing—while achieving a solid level of communicative competence in the professional and academic fields. Given the students' future careers in tourism, the focus of the course is on enhancing language skills and habits, as well as mastering professional terminology and speech etiquette. Contemporary language learning systems for French for Specific Purposes (FSP) and multimedia materials are used. The course content incorporates thematic, lexical, grammatical, and socio-cultural components. The topics discussed are current, relevant to students' interests, and offer broad opportunities for conversation and discussion. These topics help students acquire core vocabulary and grammar and develop skills for intercultural communication in professional contexts.

The goal of the course is to support students in using scientific literature and specialized texts and to develop their oral competence so they can behave appropriately in various professional situations by applying effective compensatory strategies to overcome communication issues of both personal and professional nature.

Course Content: Présentation d'une entreprise touristique. À l'agence de voyage. Conversation téléphonique, administrative. Documentation touristique. Services touristiques et prestataires. À l'aéroport. À la gare. Description, localisation et valorisation d'un hôtel. Réservations. Confirmation et annulation d'une réservation. Animation à l'hôtel. Accueil et service à l'hôtel. Prix d'un séjour, tarification des services, facturation. Modes de paiement. Résoudre les problèmes reliés aux plaintes des clients. Adjectifs et pronoms démonstratifs. Adjectifs et pronoms indéfinis. Constructions relatives. Participe présent et gérondif. Plus-que-parfait. Négations particulières. Conditionnel présent. Conditionnel passé. Futur dans le passé. Futur antérieur. Discours rapporté. Indicateurs de temps. Constructions passives. Subjonctif présent. Subjonctif passé.

Teaching and Assessment Methodology:

The course concludes with a final exam. Each language skill is represented as a component of the exam. Knowledge, skills, and competence are assessed during the seminar sessions through continuous assessment, with particular emphasis placed on the results achieved from assigned tasks and tests. Final grade: Students receive a grade according to the six-point grading scale.

BUSINESS RUSSIAN LANGUAGE II – FOREIGN LANGUAGE, PART I

ECTS credits: 6

Assessment method: Ongoing control and exam

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Ch.Asst. Prof. Sonia Hristova, PhD

Weekly hours: 01 + 4s

Type of exam: Written

Annotation:

This course marks the beginning of specialized foreign language instruction aimed at applying the language in a professional context. Considering the future professional realization of students in the fields of tourism and business communications, the course focuses on mastering business protocol, Russian speech etiquette, and professional terminology. Students develop the ability to engage in oral communication in a variety of socially-determined situations, establish stable phraseological patterns, and acquire habits for navigating communication with native Russian speakers as representatives of another culture. The course deepens linguistic competence in both structural and functional aspects and introduces strategies for resolving communicative problems in the spheres of business and tourism. The primary goal is the development of professional communication skills in Russian across all sectors of the tourism industry. This is achieved through thematic simulation of situations resembling real business environments. To that end, the course actively utilizes multimedia products, video materials, authentic sources of information, and the opportunities provided by the Internet for up-to-date, real-time communication.

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. Профессия. Карьера. Местоимения в родительном падеж. Родительный падеж без предлози. Визитная карточка. Имидж делового человека. Подготовка к переговорам. Проведение переговоров. Национальные особенности ведения переговоров. Родительный падеж с предлози. Значения на предлозите. Деловая беседа по телефону. Техника телефонных переговоров. Этические нормы телефонного разговора. Родительный падеж при имената и глаголите. Электронная почта. Деловое письмо. Типы деловых писем. Дательный падеж. Регистрация. Программа пребывания. Питание. Винительный падеж с предлози и без предлози. Глаголы за движение. 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. Творительный падеж. Деловой этикет и коммерческая тайна. Защита деловой информации. Защита интеллектуальной собственности. Предложенный падеж. Сравнение на предложенный и винительный падеж. Информация о клиентах и конкурентах. Прилагательное име – видове. Склонение на прилагательные. Личное резюме. Собеседование при приеме на работу. Степени за сравнение на прилагательные. Умение держать себя в обществе. Внешний вид и привычки. Количественные числительные. Этикет на официальных мероприятиях. Виды приемов и поведение на них. Сервировка стола. Рассадка гостей за столом. Рассадка по автомашинам. Активные и пассивные конструкции. Прямая и косвенная речь – трансформации. Транспорт и коммуникации – видове. Торговля. Повторение на падежная система. Условные конструкции.

Teaching Methodology and Evaluation:

The course concludes with an exam. Each language skill is represented as a component of the exam. Knowledge, skills, and competence are evaluated during the seminar sessions, through continuous assessment, with particular emphasis on the results achieved from assigned tasks and tests. Final grade: Students receive a grade on a six-point scale.

BUSINESS SPANISH LANGUAGE II, FOREIGN LANGUAGE, PART I

ECTS Credits: 6

Method of Knowledge Evaluation: Ongoing control and exam

Semester: 3

Methodological Supervision:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Lyubov Ivanova, PhD

Weekly Hours: 01+ 4s

Exam Type: Written

Annotation:

The course aims to develop both written and oral communication skills at a receptive and productive level, as well as the ability to work independently with unfamiliar authentic texts. The course includes presentations on the culture and history of various regions and tourist areas of Spain. The grammatical content is structured according to the internal logic and interdependence of language phenomena. The lexical content is organized thematically. The training follows the *Español* system, providing students with the opportunity to master the language to a level that allows them to converse on everyday and general socio-economic topics. The acquired language skills correspond to the first part of level A1 according to the European Standard for language proficiency.

Course Content: Invitar y responder a invitaciones Recepcìon de invitados. Presentaciòn del hablante o de terceras personas Despedidas. Disculparse. Hablar por telèfono. Concertar una cita. Uso del *tù* y del *usted*. Pedir informaciòn. Hacer un informe. Confirmar una reserva. Cursar un pedido Condiciones de entrega. Pagos. Reclamaciones. Solicitud de empleo e historial. Ofertas de trabajo. Solicitar un empleo. Los piropos españoles.

Teaching Methodology and Assessment:

The course concludes with an exam. Each language skill is represented as a component of the exam. Knowledge, skills, and competence are evaluated during seminar sessions through continuous assessment, with particular emphasis on the results achieved from assigned tasks and tests. Final Grade: Students receive a grade on a six-point scale.

BUSINESS ITALIAN LANGUAGE II – SECOND FOREIGN LANGUAGE, PART I

ECTS credits: 6

Assessment method: Ongoing control and exam

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Anelia Daleva, PhD

Weekly hours: 0l + 4s

Type of exam: Written

Annotation:

The aim of this course is both to provide a revision of the essential sections of grammar and to prepare students for fluent communication in the fields of economics, tourism, public life, and everyday situations. Since the course has a practical-theoretical orientation, the exercises require students to be active during the classes and responsible in their out-of-class assignments. The main objectives of the Business Italian Language course include: effective and integrative development of language skills and independent enrichment of vocabulary related to economic Italian; developing specific types of texts such as CVs, applications, cover letters, hotel reservations, etc.

Course Content:

Analysis of exam results and assigning out-of-class tasks. Elements of business correspondence and descriptions. Job search and job offers. Applications and CVs. Interviews. Cover letters. Inquiries and key expressions. Offers. Fulfillment and confirmation of orders. Transport and insurance. Transport documents. Invoice. Reminder letters. Response to reminder letters.

Teaching and Assessment Methodology:

The course concludes with an exam. Each language skill is assessed as a component of the final exam. Students' knowledge, skills, and competencies are evaluated during the seminars and through continuous assessment, with significant emphasis placed on the results of assigned tasks and tests. Final Grade: Students receive a grade based on the six-point grading scale.

BUSINESS GREEK LANGUAGE II FOREIGN LANGUAGE, PART I

ECTS credits: 6

Assessment method: ongoing control and exam

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Ruska Bozhkova, PhD

Weekly hours: 0l + 4s

Type of exam: Written

Annotation:

The aim of the course is to enhance the overall language preparation and to lay the foundations for specialized training. In view of the students' future professional activity in tourism, services, and business communication, the course aims to further develop language skills and habits to a level of fluent and creative use of the foreign language, as well as to master professional terminology and communicative etiquette. The main goal of the course is to form excellent linguistic and

communicative competencies that will allow active use of the foreign language in everyday business activities and professional interactions. The course is also intended to reinforce pronunciation and spelling habits while expanding business-related vocabulary; to improve grammar; and to reach a level of fluency in listening, speaking, reading, and writing in Greek.

Course Content:

Geography is my favorite course. First conjugation verbs – active voice, present tense. *Continents, oceans, seas. My country is Greece.* First conjugation verbs – active voice, imperfect tense. *Geographical and administrative division of Greece. National symbols. In a Greek village.* First conjugation verbs – active voice, past perfect tense. *State institutions. Establishments. In a Greek city.* First conjugation verbs – active voice, aorist tense. *In the capital of Greece. Attica. Problems and how to solve them.* First conjugation verbs – active voice, pluperfect tense. *History of Athens. Culture and anthropogenic resources.* First conjugation verbs – active voice, future tenses. *Thessaly – cultural sites and history. The highest mountains in Greece.* Second conjugation verbs – active voice, present tense. *Interjections. Continental Greece (Sterea Ellada) – cultural sites and history. Rivers in Greece.* Second conjugation verbs – active voice, imperfect tense. *Peloponnese – cultural sites and history.* Second conjugation verbs – active voice, past perfect tense. *Epirus – cultural sites and history. Climate in Greece.* First conjugation verbs – reflexive-passive voice, present tense. *Macedonia and Epirus – cultural sites and history. Plains in Greece.* First conjugation verbs – reflexive-passive voice, imperfect tense. *Thrace – cultural sites and history. Infrastructure.* First conjugation verbs – reflexive-passive voice, past perfect tense. *The island of Crete – cultural sites and history. Flora.* First conjugation verbs – reflexive-passive voice, future tenses. *Ionian Islands – cultural sites and history. Fauna.* First conjugation verbs – reflexive-passive voice, aorist tense. *Aegean Islands – cultural sites and history. Marine species in Greek seas.* First conjugation verbs – reflexive-passive voice, pluperfect tense. *May 9 – EU Day, member states, capitals, accession.* Second conjugation verbs – active voice, future tenses. *Welcome to Hotel Filoxenia.* Second conjugation verbs – active voice, aorist tense. *In the premises of Hotel Filoxenia.* Second conjugation verbs – active voice, pluperfect tense. *In the room of Hotel Filoxenia.* Second conjugation verbs – reflexive-passive voice, present and imperfect tense. *In the café, bakery, pastry shop.* Second conjugation verbs – reflexive-passive voice, past perfect tense. *In a taverna, ouzeri, fast food establishments, restaurant.* Second conjugation verbs – reflexive-passive voice, aorist and pluperfect tense. *Breakfast at the hotel.* Second conjugation verbs – reflexive-passive voice, future tenses.

Teaching and Assessment Methodology:

The course concludes with an exam. Each language skill is assessed as a separate component of the final exam. Students' knowledge, skills, and competencies are evaluated during seminar sessions and through continuous assessment, with significant emphasis placed on the results of assigned tasks and tests. Final Grade: Students receive a grade based on the six-point grading scale.

HOSPITALITY

ECTS credits: 3

Assessment method: Ongoing control and exam

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Lyubomira Pinelova, PhD

Weekly hours: 3l + 0s

Type of exam: Written

Annotation:

The course provides students with fundamental knowledge of hotel management as part of the modern tourism industry and familiarizes them with the nature and importance of the hotel sector. In addition to analyzing global trends and issues in hotel management, particular attention is given to practical topics such as the duties and responsibilities of administrative staff, core and additional hotel services, well-known hotel chains, as well as the marketing and management of hotel operations. Students who successfully complete the course will gain a clear understanding of how to plan, organize, lead, and control activities related to tourist services. They will also become familiar with hotel operational processes including organization, management, and techniques; the science of nutrition; modern marketing and advertising strategies; and contemporary standards for quality and safety in food service and tourism.

Course Content:

Nature and significance of the hotel industry. Classification and categorization of accommodation facilities. Hotel chains. The nature of hotel services. Core and additional hotel services. Technology and organization of hotel services. Technology and organization of housekeeping services. Types of costs in the hotel industry. Revenue and profit in hotel management. Management in hotel operations. Marketing in the hotel industry.

Teaching and Assessment Methodology:

The course is conducted through lectures. It concludes with a final exam. Emphasis is placed on students' practical and independent work. Knowledge, skills, and competencies are assessed through continuous evaluation, with significant weight given to the results of assigned tasks and tests.

INNOVATION IN TOURISM

ECTS credits: 5

Assessment method: ongoing control and exam

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Gergana Angelova, PhD/ Ivaylo Ivanov, PhD

Weekly hours: 31 + 0s

Type of exam: Written

Annotation:

This course is designed for students and provides specialized information on the specifics of innovation activities in the tourism industry. The objectives are for students to: Understand the characteristics of innovation processes in tourism. Acquire basic knowledge and skills for organizing and managing innovations. Become familiar with planning methods for innovation activities and the applicable organizational structures for their implementation. Be able to apply existing techniques for generating and selecting innovative ideas. Be able to identify, assess, and mitigate the risks accompanying innovation processes in tourism. The course targets students aiming to pursue careers in hotel and restaurant enterprises, tour operators, travel agencies, national tourism administrations, industry associations, and international tourism organizations. It builds on knowledge acquired in foundational and specialized disciplines included in the curriculum.

Course Content:

Characteristics, typology, and importance of innovation in tourism. Structure of innovation processes and the innovation life cycle in tourism. Innovation strategies of tourism companies. Innovation planning in tourism companies. Corporate organization, control, and auditing of innovation activities. Generation and selection of innovative ideas. New technologies and their impact on innovation in tourism. Development and evaluation of innovation projects and selection of innovation project portfolios. Innovation budgeting and main barriers to innovation in tourism. Economic impact of innovations. Reengineering as an innovation activity. Risk in innovation processes and types of innovation risk in tourism. Criteria, indicators, and methods for evaluating innovation risk. Innovation risk management: planning, organizing, and monitoring risk mitigation activities. Innovation risk management in tour operator and travel agency operations. Innovation risk management in hotel and restaurant operations. National policy and international cooperation in the field of innovation. Trends and prospects in innovation activities in tourism.

Teaching and Assessment Methodology:

The course is conducted through lectures. It concludes with a final exam. Emphasis is placed on the practical and independent work of students. Knowledge, skills, and competencies are assessed through continuous evaluation, with significant emphasis on the results of assigned tasks and tests.

RESTAURANT BUSINESS

ECTS credits: 5

Assessment method: Ongoing control and exam

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Lyubomira Pinelova, PhD

Weekly hours: 21 + 1s

Type of exam: Written

Annotation:

Today, the market significantly influences the overall activities of food and entertainment establishments, and this trend will only intensify. Competition for market share and attracting clients is growing stronger. Therefore, it is essential to understand the modern organization and service technology in food and beverage (F&B) establishments. The course emphasizes several key topics, structured as eleven independent modules. It also includes a strong practical orientation during seminar sessions, where students consolidate their knowledge across seven main areas. The lecture course focuses in particular on topics related to service in F&B establishments, infrastructure and equipment, work tools, staff appearance and attitude, sommelier services, and catering.

Course Content:

Regulation on the categorization of food and entertainment establishments (F&B). Material and technical base of F&B commercial operations. Characteristics and key requirements for F&B staff. The profession of "Restaurateur". Work and uniform attire. Organization and technological process of service. Forms, types, and systems of service in F&B

establishments. Organization and operation of the bar. Sommelier services. New technologies in restaurant management. Marketing and management in the restaurant industry.

Teaching and Assessment Methodology:

The course is conducted through lectures and seminar exercises. It concludes with a written exam. Emphasis is placed on the practical and independent work of students. Knowledge, skills, and competencies are assessed through continuous evaluation, with particular importance given to the results of assignments and tests.

ACCOUNTING

ECTS credits: 5

Assessment method: Ongoing control and exam

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Stoyan Tanchev, PhD

Weekly workload: 2l + 1s

Exam type: Written

Annotation:

The lecture course covers the theoretical foundations and methodological approaches for recording, processing, and preparing accounting information in a tourism enterprise, and its presentation in financial statements. Seminar and practical sessions focus on the same thematic units, decomposed into tasks, subtasks, and case studies. The main emphasis is on the importance of understanding the internal logic, structure, and content of the elements of the annual financial report, along with a comprehensive understanding of the impact of business operations on financial statement items. This enables future economists in the field of sustainable tourism to use structured financial information professionally, while being able to independently verify and assess its reliability. The main goal of the course is for students to acquire fundamental knowledge and practical skills for using accounting data related to business processes, to apply accounting methods, and to understand the components of the annual financial report.

Course Content:

Introduction to accounting. Accounting information: object, course, goals, and functions. Need for financial statements to reflect the assets and financial position of the enterprise. Components of the annual financial report. Legal framework of accounting. Accounting principles and documentation: types of documents and their components. Basic categories: enterprise, benefit, resource, financial condition, efficiency. Assets: definition, characteristics, classification, balance sheet structure. Sources of funding (equity and liabilities): nature, classification, balance sheet structure. Accounting balance sheet: nature, structure, and content. Balance sheet method. Business transactions: essence, effects, and accounting models. Double-entry and single-entry accounting. Revenues and expenses: nature and models for reporting. Income Statement (IS): structure, content, reporting principles, and functional links with the balance sheet. Cash flows: essence, liquidity management, and the Cash Flow Statement (CFS). Functional relationship between the balance sheet, IS, and CFS. Accounting accounts: classification, structure, and transaction effects. General ledger and chart of accounts: national and individual charts, synthetic and analytic accounts. Trial balance and control numbers. Current and annual accounting closures. Accounting entries: types and purposes (simple, compound, complex, reversal). Depreciable assets: characteristics, initial valuation, depreciation methods (linear and non-linear), and amortization plans. Inventory accounting: valuation methods ("purchase price," FIFO, weighted average). Revenue and expense accounting and determining financial result. Account closures: revenue, expense, financial, and extraordinary results. Inventory (stock-taking): essence, organization, and documentation. Forms of accounting records: simplified, memorial-order, and journal-order systems.

Teaching and Assessment Methodology:

The course is taught through lectures and seminar exercises. It concludes with a written exam. Emphasis is placed on students' practical and independent work. Knowledge, skills, and competencies are assessed through continuous evaluation, with significant weight given to results from assignments and tests.

FINANCIAL AND ACCOUNTING REPORTS IN TOURISM

ECTS credits: 5

Assessment method: continuous assessment and final exam

Semester: 4

Department: Tourism

Faculty: Faculty of Economics

Lecturer: Assoc. Prof. Miglena Trencheva, PhD

Weekly hours: 2l + 1s

Type of exam: written

Annotation:

This course aims to familiarize students with the objectives of preparing financial reports, the scope and content of different reporting elements, and the methodological and procedural approaches for preparing the components of the annual financial statement. Attention is given to regulatory requirements and specific considerations in financial statement preparation. A necessary distinction is made between the “annual activity report” submitted to state institutions and the “annual financial statement” published to meet the informational needs of a broad range of external users. Key challenges and specifics in financial statement preparation are covered, especially those arising under the applicable National Financial Reporting Standards for Small and Medium Enterprises. The course places emphasis on practical approaches to preparing financial statement elements, focusing on key accounting principles such as: accrual basis, going concern, consistency of presentation and comparability, prudence, substance over form, independence of reporting periods, and value continuity between opening and closing balances. Students are introduced to the informational base used to prepare financial statements and how to verify its reliability. Special attention is given to problem areas in the preparation of the balance sheet, income statement, cash flow statement, and statement of changes in equity.

Course Content:

Regulatory and conceptual framework of financial reporting. Annual activity report vs. annual financial report: similarities and differences. Elements of the annual financial report: logical connections and dependencies. Specifics of the information included in the reports. Preparation of reporting data for the annual financial report. Requirements for information included in financial reports. Functional and procedural links between current accounting and annual closing. Balance sheet: general overview, structure, and content; challenges in preparation. Income statement: structure, required content, and common difficulties. Cost presentation related to fixed assets and production. Reporting of surpluses and shortages, scrap and work-in-progress. Cash flow statement: characteristics, structure, preparation methods (especially direct method). Statement of changes in equity: structure and preparation specifics. Notes to the financial statements: content and preparation. Management report and interim financial statements. Auditing, approval, and publication of the annual financial report.

Teaching and Assessment Methodology:

The course is conducted through lectures and seminar exercises. It concludes with a final exam. Emphasis is placed on students' practical and independent work. Knowledge, skills, and competencies are assessed during the seminar sessions and through continuous assessment, with significant weight given to the results achieved on assignments and tests.

FINANCIAL AND ACCOUNTING ANALYSIS

ECTS credits: 5**Assessment method:** continuous assessment and final exam**Semester:** 4**Department:** Tourism**Faculty:** Faculty of Economics**Lecturer:** Assoc. Prof. Miglena Trencheva, PhD**Weekly hours:** 2l + 1s**Type of exam:** written**Annotation:**

This course aims to introduce students to the objectives and approaches for preparing analyses based on information from the financial statements of enterprises. Special attention is given to the tools, indicators, and techniques used by financial statement analysts. In this context, the structure and content of financial statements are discussed in detail. A comparison is made between the specific features of the information contained in various elements of the financial statements, presenting them as a cohesive system that can reveal the specifics and trends in the development of an enterprise. The analytical work is viewed through the lens of the need for decision-making within the company, based on technical work with available financial data. Various groups of indicators characterizing different areas of the enterprise's activity are analyzed.

The goal of the course is for students to acquire methodological and procedural knowledge and approaches related to the preparation of financial and accounting analyses, based on the information provided by financial reports of enterprises.

Course Content:

Essence, role, and significance of financial accounting analysis. Analysis and preparation of effective management decisions. The analysis as an informational process, based on specific methods and techniques for processing financial data. Characteristics of the annual financial statement as a structured source of information about the financial status of enterprises. Analysis of material assets: structure and management of material inventories; specifics of various methods of inventory write-offs. Analysis of fixed assets: intangible, tangible, and financial assets; structure and usage; depreciation of assets. Analysis of receivables and payables and their influence on the financial status of enterprises. Liquidity analysis: essence, significance, and types of liquidity indicators (net working capital, liquidity ratios, etc.). Factors determining liquidity levels: turnover of material inventories, receivables collection, cash reserves, debt repayment to suppliers. Solvency analysis: essence and evaluation of solvency, including financial autonomy and financial indebtedness. Capital structure analysis and its impact on solvency. Return on equity analysis. Cost analysis: structure of costs and their impact on the enterprise's efficiency (variable vs. fixed costs, direct vs. indirect costs). Revenue analysis: structure of revenues and their impact on the enterprise's efficiency. Profit/loss analysis and factors influencing its outcome. Variance analysis: assessing plan execution

and preparing new plans for the enterprise. Cash flow analysis: challenges in studying cash flows, factors influencing the generation of positive and negative cash flows. Dividend analysis: types of shares and determining the weighted average number of common shares.

Teaching and Assessment Methodology:

The course is conducted through lectures and seminar exercises. It concludes with a final exam. The emphasis is on students' practical and independent work. Knowledge, skills, and competencies are assessed during the seminar sessions and through continuous assessment, with significant importance placed on the results of assignments and tests.

BUSINESS ENGLISH LANGUAGE I – FOREIGN LANGUAGE, PART II

ECTS credits: 6

Weekly workload: 0l + 4s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Asst. Prof. Vesela Ivanova, PhD

Annotation:

The course *Business English II – Part Two* introduces foreign language learning for specific business purposes. It covers the fundamentals of business language, the specifics of telephone conversations in a business context, formal meetings, and more. All four competencies—reading, listening, speaking, and writing—are included, with a strong emphasis on improving students' ability to produce written texts.

During the course, students acquire specific skills for communication in a business environment, with a particular focus on the role of communication in the work of economists. The goal is for students, by the end of the two-part course, to be familiar with a wide range of communicative situations they might encounter in their future professional lives.

Students' creativity is encouraged through the development of advertising materials, brochures, flyers, and offers, with each project being critically reviewed by peers. The practical course in Business English Part Two proceeds along several lines: acquisition of new vocabulary in each lesson, enrichment of existing lexical knowledge, learning of syntactic structures, and practice of texts on everyday (situational English) and practical topics.

In this way, productive language skills are reinforced, pronunciation is practiced, and translation from and into English is included. Discussions on current topics are planned, with students presenting role-played dialogues. The vocabulary acquired includes between 500 and 800 new words.

Course Content:

Types of Accommodation: Hotel, Hostelry, Lodge, Campsite. Hotel Facilities: Indoors and Outdoors. Staffing and Internal Organization: Staff Tree; Job Requirements; Letter of Application. Reservations: Phone Calls and Faxes; Individual and Company Booking. Check-in and Check-out: Procedures and Time. Hotel and Restaurant Services: Dry Cleaning and Laundry; Housekeeping; Entertainment; Dinner; Various Dishes – Full-Course-Meals and Drinks. Money Matters: Items on a Hotel Bill; Methods of Payment – Cash, Cheque, Credit Card; Taxis and Tipping. Dealing with Complaints: Responding to a Complaint, Apology and Action. Off-site Services: Excursions, Walking Tours, Sporting Activities, Cruises, Pony-trekking, Fishing Trips, Plane Trips, Water Skiing, etc.. The Business Traveller: VIP, CIP, and VVP Guests; Special Facilities. Conferences: Business and Social Meetings and Events; Conference Equipment; Grand Opening. Tour Operation – Planning: Route, Things to Do, Places to Go, and Places to Stay. Tour Operation – Execution: Group Check-in List; Guests' Preferences; Resort Representatives; Holiday Surveys. Hotel Chains and Independent Hotels: Articles from Newspapers and Trade Magazines. Hotel Documents: Hotel Register, Reservation Form or Card, Daily Arrival List /Reservation Diary/, Reservation Chart, Guest Index, Guest History.

Teaching and Assessment Methodology:

The course concludes with an exam. Each language skill is assessed as a component of the final exam. Knowledge, skills, and competence are evaluated during seminar sessions and through continuous assessment, with significant weight placed on the outcomes of assigned tasks and tests. Final Grade: Students receive a grade based on the six-point grading system.

BUSINESS GERMAN LANGUAGE I – FOREIGN LANGUAGE, PART II

ECTS credits: 6

Weekly workload: 0l + 4s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Senior Lecturer Olga Kostadinova, PhD

Annotation:

The Business German Language II – Part Two course continues the aims and objectives of foreign language education for specific business purposes, reinforcing and expanding the knowledge already acquired. From a content perspective, the course includes working with authentic documents designed to familiarize students with the real and up-to-date corporate nature of business communication. In addition, the course includes administrative-style tests. Thus, the content of this second part once again places special emphasis on the practical application of Business German, aimed at developing students' competencies in correctly structuring and formulating specialized communication. Stylistic skills and orthographic knowledge in German are also of particular importance, which is why the course includes a continued review of grammar necessary for this specific field of communication. The goal of the course is to reinforce essential grammatical areas such as types of passive constructions and complex tenses, to expand vocabulary relevant to the business sphere, and to support students in developing the ability to communicate freely in business-related contexts.

Course Content:

Das Problem mit der Bestellung von Produkten. Preisnachlass wegen Verzögerung. Lexikalische Übungen mit Online-Bestellung. Lebenslauf. Organisation eines Events für Partner. Statistische Auskünfte und Personal-Management bei Events. Koordinierung eines Gemeinsamen Treffens. Unternehmensformen in Deutschland: GmbH und AG. Wirtschafts-Kooperationen und Zünfte. Unternehmer des Jahres. Teilnahme am Interview. Arbeitsmotivation. Sichere Kommunikation im Verhandlungsgespräch. Die geheime Sprache des Verhandlungsgesprächs. Abschließende Präsentationen und Diskussion zum Erfassen des Inhalts des Kurses

Teaching and Assessment Methodology:

The course concludes with an exam. Each language skill is assessed as a separate component of the final exam. Knowledge, skills, and competence are evaluated during seminar sessions and through continuous assessment, with particular importance placed on the results achieved from assigned tasks and tests. Final Grade: Students receive a grade based on the six-point grading scale.

BUSINESS FRENCH LANGUAGE I – FOREIGN LANGUAGE, PART II

ECTS credits: 6

Weekly workload: 0l + 4s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Mariya Stankova, PhD

Annotation:

This is a practical course designed to enhance students' knowledge of French tourism-related terminology and to develop their oral and written communication skills in real professional contexts. The course focuses on the acquisition of specialized vocabulary directly related to tourism and key tourism activities, as well as terms from other economic and non-economic fields that are indirectly connected to the tourism industry. Particular attention is given to familiarizing students with the core documents used in the operation of travel and tourism companies. Students develop skills in establishing, maintaining, and expanding written business relationships with partners from France or other countries by following the main stages and activities of tourism services—offers, information gathering, bookings, contract signing, circular letters, and more. During the seminar sessions, which involve active student participation, model business letters are reviewed and analyzed. Practical expressions and phrases are taught, and special attention is given to unique language structures and translation challenges. Simulations recreating a realistic business environment are carried out to encourage students to conduct formal correspondence with imaginary business partners. The goal of the course is to develop strong language and communicative competencies that enable students to actively use the foreign language in daily business operations and professional contacts.

Course Content:

Promotion d'une destination. Organisation d'un séjour. Vente d'un produit touristique. Devis et facturation. Services touristiques et prestataires. Restauration. Service au restaurant. Gastronomie et art de la table. Hôtellerie. Réservations. Confirmation et annulation d'une réservation. Accueil des touristes et visites guidées. Animation touristique. Lettres administratives. Offres d'emploi et candidatures. *Flexions des noms*. Cas particuliers. Noms composés. Accord de l'adjectif. Adjectifs invariables. *Adjectifs antéposés et postposés* comme signes linguistiques différents. *Accord du complément de l'adjectif*. Accord de *tout, même* et *autre*. Accord de l'attribut. Subordination avec l'indicatif. Subordination avec le subjonctif. Coordonnants. Cohérence textuelle. Phrases elliptiques. Phrases emphatiques. Styles de la langue – formel et informel. Expressions orales et expressions écrites. Prépositions. Emploi de certains prépositions.

Teaching and Assessment Methodology:

The course concludes with an exam. Each language skill is assessed as a separate component of the final exam. Knowledge,

skills, and competence are evaluated during seminar sessions and through continuous assessment, with particular emphasis on the results achieved from assigned tasks and tests. Final Grade: Students receive a grade based on the six-point grading scale.

BUSINESS RUSSIAN LANGUAGE I – FOREIGN LANGUAGE, PART II

ECTS credits: 6

Form of knowledge assessment: ongoing control and exam

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Ch.Asst. Prof. Sonia Hristova, PhD

Weekly workload: 0l + 4s

Type of exam: written

Annotation:

The Business Russian Language – Part II course is a natural continuation of the specialized foreign language training initiated in Part I. Aimed at preparing students for careers in tourism and business communication, the course focuses on mastering business protocol, Russian speech etiquette, and professional terminology. It develops the ability to engage in oral communication in a variety of socially defined situations, builds stable phraseological patterns, and forms habits for effective interaction with native Russian speakers as representatives of a different culture. The course deepens students' language competence in both structural and functional aspects and provides strategies for resolving communicative challenges in the business and tourism sectors. Professional skills and habits for using Russian in all areas of the tourism industry are developed through topic-based role-play and simulated situations that mirror real business environments. Multimedia tools, video materials, authentic sources of information, and online communication platforms are actively used to ensure real-time and up-to-date interaction. The main communicative objective of the Business Russian Language course in preparing professionals for the tourism industry is to develop oral communication—specifically, the speaking and listening skills—as well as to teach students the norms of business etiquette in Russian.

Course Content:

Терминология. Туризм как крупнейшая и наиболее быстро развивающаяся индустрия мира. Виды туризма. Секреты турбизнеса. Туроператоры. Как стать туроператором? Правовые акты. Реестр туроператоров. Эффективность использования служебной информации. Публичные выступления. Ораторские приемы. Импровизация Турагенства. Как открыть турагенство? Сети турагенств. Полезные программы. Информация о клиентах и конкурентах. Этические нормы в профессиональной деятельности. Правила поведения при конфликтной ситуации и способы разрешения конфликтов. Compliments в деловом общении. Турсайты. Изготовление турсайта. Раскрутка и продвижение. Шаблоны турсайтов. Туркаталоги. Турконсультация. Турпутевки. Памятки. Организация рекламы. Транспорт всех стран. Авиакомпании. Аэропорты. Авиабилеты. Прокат авто. Страхование. Страховая сумма. Страховая премия. Термины и понятия, принятые в современном международном туризме. Сокращения. Классификация размещения. Питание. Категории отелей. Классификация номеров. Классификация вида из номера. Потребности туристической индустрии. Общение в Интернете. Глобальные системы бронирования. Таможня. Таможенная декларация. Таможенная пошлина. Банковское обслуживание. Деятельность коммерческих банков и их взаимоотношения с клиентами. Терминология и ситуации общения. Заведения общественного питания. Увеселительные заведения. Обслуживающий персонал. Меню. Сервировка стола. Рассадка гостей за столом. Словосочетания и речевые формулы. Профессия администратора гостиницы. Обслуживание клиентов. Прием и оформление постояльцев. Оформление документов, подготовка номеров, перевозка вещей. Организация деятельности обслуживающего персонала. Информирование постояльцев о дополнительных услугах и мероприятиях. Профессия – гид. Профессиональные требования, предъявляемые к гиду. Сопровождение туристов в походах, экскурсиях, автобусных турах, круизах. Архитектурные и исторические памятники. Лексика искусствоведческого и исторического характера. Политическая и экономическая лексика. Чудеса природы.

Teaching and Assessment Methodology:

The course concludes with an exam. Each language skill is assessed as a separate component of the exam. Knowledge, skills, and competence are evaluated during seminar sessions through continuous assessment, with significant emphasis placed on the results achieved in assigned tasks and tests. Final Grade: Students receive a grade based on the six-point grading scale.

BUSINESS ENGLISH II FOREIGN LANGUAGE, PART II

ECTS Credits: 6

Assessment Method: Ongoing control and exam

Semester: 4

Weekly Workload: 0l + 4s

Exam Format: Written

Department: Tourism
Faculty: Faculty of Economics
Lecturer: Ch. Asst. Prof. Ivanka Vasenska, PhD

Annotation:

The course Business English as a Second Foreign Language, Part II introduces language training for specific business-related purposes. It covers the foundations of business language, the specifics of business telephone conversations, formal meetings, and official business correspondence. All four core language skills—reading, listening, speaking, and writing—are included, with special emphasis on improving students' text production abilities. During the course, students acquire practical communication skills for business settings, with a strong focus on the importance of communication in the work of an economist. By the end of both parts of the course, students are expected to be familiar with a wide range of communicative situations relevant to their future professional environment. Creativity is encouraged through the development of promotional materials, brochures, leaflets, and offers, with each project undergoing critical peer review. The practical nature of the course encompasses several aspects: learning new vocabulary in each lesson, expanding existing vocabulary, mastering syntactic constructions, and working with texts on everyday (situational) and practical topics.

Course Content:

Writing Letters: Business Letters and Letters of Interest. Companies: Business Structure and Branch Office. In the Office: Secretarial Duties and Secretarial Work; Computers. The Warehouse: Supplies and Storage. Selling: The Sales Department and Retailing. Marketing and Promotion. Foreign Trade: Import and Export. Contracts: Making Appointments and Negotiating with Trade Unions Communications: Phone Calls, E-mails, Telegrams; Fax and Telexes. Reservations: Phone Calls; Individual and Company Booking. Travel: Flight and Hotel Reservation; Ticket and Boarding Pass; Check-in Desk and Reception Desk; Single/Double Room; Check-out Time; Departure Lounge. Hotel Facilities: Indoors and Outdoors. Types of Accommodation. Check-in and Check-out: Procedures and Time. Hotel and Restaurant Services: Dry Cleaning and Laundry; Entertainment; Dinner; Various Dishes – Full-Course-Meals and Drinks. Off-site Services: Excursions, Walking Tours, Sporting Activities, Cruises, Pony-trekking, Fishing Trips, Plane Trips, Water Skiing, etc.

Teaching and Assessment Methodology:

The course concludes with an exam. Each language skill is presented as a separate component of the exam. Knowledge, skills, and competence are assessed during seminar sessions through continuous assessment, with significant attention given to the results achieved from assignments and tests. Final Grade: Students are awarded a grade based on the six-point grading scale.

BUSINESS GERMAN II FOREIGN LANGUAGE, PART II

ECTS Credits: 6

Knowledge Assessment: Ongoing control and exam

Semester: 4

Methodological Supervision:

Department of Tourism

Faculty of Economics

Lecturer: Senior Lecturer Olga Kostadinova, PhD

Weekly Hours: 0l + 4s

Exam Type: Written

Annotation:

The course in Business German, Second Foreign Language, Part II continues the goals and objectives of the foreign language training for the specific purposes of business, reinforcing and expanding the knowledge gained in Part I. In terms of content, the course introduces the work with authentic documents, not only those adapted to levels A2/B1. This second part of the course particularly focuses on the deep practical aspects of Business German, which leads to the development of competencies for the correct construction and structuring of communication for specific purposes. Stylistic skills and spelling knowledge in German at an intermediate level are of particular importance, which is why the review of grammar essential for this specific area of communication continues. The goal of the course is to solidify essential grammar areas such as types of passive constructions and complex tenses, expand business-related vocabulary, and simultaneously improve students' communication skills in the business field.

Course Content:

Bestellung von Produkten. Spezielles Angebot. Lexikalische Übungen mit Online-Bestellung. Ein CV schreiben. Organisation einer Feier in der Firma. Auskünfte Partner. Zusammenarbeit und Treffens. Firmen und Formen der Kooperation in Deutschland. Wirtschaftliche Gewerkschaften. Ausstellung. Teilnahme an der Messe. Messestädte, Große Events. Sichere Kommunikation im Verhandlungsgespräch. Das geheime Verhandlungsgespräch. Abschließende Diskussion.

Teaching and Evaluation Methodology:

The course concludes with an exam. Each language skill is represented as a component of the exam. Knowledge, skills, and competencies are evaluated during the seminar sessions and through ongoing control, with particular importance placed on the results achieved from assigned tasks and tests. The final grade is given on a six-point scale.

BUSINESS FRENCH LANGUAGE II FOREIGN LANGUAGE, PART II

ECTS credits: 6

Method of knowledge assessment: ongoing control and exam

Semester: 4

Methodological supervision:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Mariya Stankova, PhD

Weekly hours: 01 + 4s

Type of exam: written

Annotation:

The course aims to develop an active and passive vocabulary of widely used terms and phrases in the following sectors: tourism, marketing, transportation, communications, law, and social activities. The focus of the course is on further developing language skills and habits, as well as acquiring professional terminology and speech etiquette.

The teaching of the course is conducted using modern learning systems for French for specific purposes, as well as multimedia products. Special attention is given to familiarizing students with the main documents related to the operations of tourism companies. During seminar exercises, actively involving the students, typical business correspondence letters are reviewed and analyzed, useful expressions are taught and learned, and attention is given to particular linguistic forms and translation difficulties. Simulations are conducted, recreating a real business environment during classes, which aim to provoke students to communicate on professional topics and engage in formal correspondence with imaginary business partners. The goal of the course is to form excellent language and speech competencies, enabling students to actively use the foreign language in daily business activities and professional contacts.

Course Content:

Restauration. Service au restaurant. Gastronomie et art de la table. *Types de tourisme*. Ressources touristiques. Promotion d'un site touristique. Entretien de vente d'un produit touristique. Contrat de vente. Organisation d'un séjour. Visite guidée. Correspondance administrative. Curriculum vitae. Lettre de motivation. Entretien d'embauche. Correspondance électronique. Genre et nombre du nom. Cas particuliers. Articles. Absence d'article. Adjectif qualificatif. Genre, nombre et place des adjectifs qualificatifs. Degrés de comparaison des adjectifs qualificatifs. Adverbe. Adverbes de modalité. Adverbes en « ment ». Adverbes particuliers. Place de l'adverbe. Degrés de comparaison. Prépositions et conjonctions. Situation dans le temps. Expression de la durée. Expression de la cause. Expression de la comparaison. Expression de l'opposition et de la concession. Expression du but. Expression de la condition et de l'hypothèse. Modalisation. Enchaînement des idées : succession et opposition. Styles de la langue – formel et informel. Expressions orales et expressions écrites.

Teaching and Evaluation Methodology:

The course concludes with an exam. Each language skill is presented as a component of the exam. Knowledge, skills, and competencies are assessed during the seminar sessions, as well as through ongoing control. The results achieved from the assigned tasks and tests are of significant importance. The final grade is given based on the six-point grading system.

BUSINESS RUSSIAN LANGUAGE II FOREIGN LANGUAGE, PART II

ECTS credits: 6

Form of knowledge assessment: Ongoing control and exam

Semester: 4

Methodical supervision:

Department of Tourism

Faculty of Economics

Lecturer: Ch.Asst. Prof. Sonia Hristova, PhD

Weekly workload: 01+ 4s

Type of exam: written

Annotation:

The course is a natural continuation of the specialized foreign language training provided in Part I of the course. Aimed at preparing students for careers in tourism and business communication, the course focuses on mastering business protocol, Russian speech etiquette, and professional terminology. The ability for verbal communication in a variety of socially determined situations is developed, with a focus on creating sustainable phraseological stereotypes and establishing habits for interacting with native Russian speakers as representatives of a different culture. The course deepens language competence in both structural and functional aspects and teaches strategies for resolving communication problems in business and tourism contexts. The main goal of the Business Russian course is to develop professional skills and habits for

communication in Russian in all areas of the tourism industry. This is achieved through thematic simulations resembling real business environments. Multimedia products, video materials, authentic information sources, and real-time internet communication opportunities are actively used to enhance learning. The primary communicative goal of this training is to develop speaking skills or both speaking and listening skills, along with mastering business etiquette in communication in Russian.

Course Content:

Терминология. Туризм как крупнейшая и наиболее быстро развивающаяся индустрия мира. Виды туризма. Секреты турбизнеса. Туроператоры. Как стать туроператором? Правовые акты. Реестр туроператоров. Эффективность использования служебной информации. Публичные выступления. Ораторские приемы. Импровизация. Турагенства. Как открыть турагенство? Сети турагенств. Полезные программы. Информация о клиентах и конкурентах. Этические нормы в профессиональной деятельности. Правила поведения при конфликтной ситуации и способы разрешения конфликтов. Compliments в деловом общении. Турсайты. Изготовление турсайта. Раскрутка и продвижение. Шаблоны турсайтов. Туркаталоги. Турконсультация. Турпутевки. Памятки. Организация рекламы. Транспорт всех стран. Авиакомпании. Аэропорты. Авиабилеты. Прокат авто. Страхование. Страховая сумма. Страховая премия. Термины и понятия, принятые в современном международном туризме. Сокращения. Классификация размещения. Питание. Категории отелей. Классификация номеров. Классификация вида из номера. Потребности туристической индустрии. Общение в Интернете. Глобальные системы бронирования. Таможня. Таможенная декларация. Таможенная пошлина. Банковское обслуживание. Деятельность коммерческих банков и их взаимоотношения с клиентами. Терминология и ситуации общения. Заведения общественного питания. Увеселительные заведения. Обслуживающий персонал. Меню. Сервировка стола. Рассадка гостей за столом. Словосочетания и речевые формулы. Профессия администратора гостиницы. Обслуживание клиентов. Прием и оформление постояльцев. Оформление документов, подготовка номеров, перевозка вещей. Организация деятельности обслуживающего персонала. Информирование постояльцев о дополнительных услугах и мероприятиях. Профессия – гид. Профессиональные требования, предъявляемые к гиду. Сопровождение туристов в походах, экскурсиях, автобусных турах, круизах. Архитектурные и исторические памятники. Лексика искусствоведческого и исторического характера. Политическая и экономическая лексика. Чудеса природы

Teaching Methodology and Assessment:

The course concludes with an exam. Each language skill is presented as a component of the exam. Knowledge, skills, and competencies are evaluated during the seminar sessions and through ongoing assessment, with particular emphasis on the results achieved in the assignments and tests. Final grade: students receive a grade based on a six-point scale.

BUSINESS SPANISH LANGUAGE II FOREIGN LANGUAGE, PART II

ECTS credits: 6

Assessment method: ongoing control and exam

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Lyubov Ivanova, PhD

Weekly workload: 01 + 4s

Type of exam: written

Annotation:

The course simultaneously develops students' written and spoken communicative skills and habits at receptive and reproductive levels, as well as their ability to work independently with unfamiliar authentic texts. Presentations are included on the culture and history of various regions and tourist areas of Spain. The grammatical material is organized according to principles of internal logic and the interdependence of linguistic phenomena. The vocabulary is structured thematically. The course follows the *Español* learning system. The study aid enables students to acquire the language to a level sufficient for conversations on everyday topics and general socio-economic issues. The acquired language skills correspond to the first part of level A1, according to the Common European Framework of Reference for Languages (CEFR).

Course Content:

Analysis of exam results and assignment of tasks for extracurricular work. Elements of business correspondence and description. Job search and offers. Job applications and CVs. Interviews. Cover letters. Inquiries and key expressions. Offers. Execution and confirmation of orders. Transport and insurance. Transport documents. Invoices. Reminder letters. Response to reminder letters. Exam preparation and course summary.

Teaching and Assessment Methods:

The course concludes with an exam. Each language skill is evaluated as a component of the final assessment. Knowledge, skills, and competencies are evaluated during seminar sessions through continuous assessment, where the results achieved on assigned tasks and tests are of significant importance. Final Grade: Students receive a grade based on the six-point grading scale.

BUSINESS ITALIAN LANGUAGE II FOREIGN LANGUAGE, PART II

ECTS credits: 6

Assessment method: ongoing control and exam

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Anelia Daleva, PhD

Weekly workload: 0l + 4s

Type of exam: written

Annotation:

The aim of this course is to prepare students for fluent communication in the fields of economics, tourism, public life, and everyday situations. As the course has a practical and theoretical orientation, the exercises require students to be active during class sessions and responsible in their independent study. The main objective is to introduce specialized vocabulary and the specific usage of the language. Alongside acquiring new knowledge, the course also involves reviewing and developing key areas such as grammar, syntax, and stylistic expression. The main goals of the Business Italian course include the effective and integrative development of language skills, and the independent expansion of vocabulary in the field of economic Italian. Students will also work on specific types of texts such as CVs, job applications, cover letters, hotel reservations, etc.

Course Content:

Analysis of exam results and assignment of extracurricular tasks. Elements of business correspondence and descriptive writing. Job search and offers. Job applications and CVs. Interviews. Cover letters. Inquiries and key expressions. Offers. Execution and confirmation of orders. Transport and insurance. Transport documents. Invoices. Reminder letters. Responses to reminder letters. Exam preparation and course summary.

Teaching and Assessment Methods:

The course concludes with a final exam. Each language skill is assessed as a component of the final grade. Knowledge, skills, and competence are evaluated during seminar sessions through continuous assessment, where the results of assignments and tests are of significant importance. Final Grade: Students are graded according to the six-point grading scale.

BUSINESS GREEK LANGUAGE II FOREIGN LANGUAGE, PART II

ECTS credits: 6

Assessment method: ongoing control and exam

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Ruska Bozhkova, PhD

Weekly workload: 0l + 4s

Type of exam: written

Annotation:

This course is a continuation of the first part of the discipline. It further develops specialized foreign language training for specific purposes related to the tourism industry. During the course, students acquire specific skills for communication in a business environment, with a strong focus on the role of communication in the workplace. All four language competencies are covered—reading, listening, speaking, and writing—with particular emphasis on improving students' ability to produce texts. The curriculum includes the basics of business correspondence, the specifics of business phone conversations, formal meetings, and more. The course introduces specialized vocabulary, the distinctive features of the formal-business style, as well as the fundamentals of etiquette and cultural norms of the Hellenic Republic (Greece). By the end of both parts of the course, students are expected to be familiar with a wide range of communicative situations they may encounter in their future careers. Special importance is given to stimulating students' creativity through the development of advertising materials, brochures, leaflets, and offers, with each project course to peer review and critical analysis.

Course Content:

Irregular verbs. At the travel agency "Xeniteas." Masculine nouns. Tourism products offered by the agency related to accommodation. Feminine nouns. Tourism products offered by the agency related to food. Neuter nouns. Tourism products offered by the agency related to additional services. Masculine adjectives. A tour guide in Athens. Feminine adjectives. A tour guide in Northern Greece. Neuter adjectives. A tour guide on the Greek islands. Pronouns (part two). Tourism products and animation. Reflexive pronouns (part one). At the international tourism fair "Philoxenia" in Thessaloniki. Reflexive pronouns (part two). Culture, traditions, and customs. The first 7 types of conjunctions. I want to work in Greece. Cardinal and ordinal numbers above 1001. Job interview. The remaining 8 types of conjunctions. Modern Greek literature. Derivative verbs from other verbs. Abbreviations. Modern Greek literature. Derivative nouns from verbs or other nouns.

Modern Greek literature. Derivative adjectives from verbs, nouns, adjectives, and adverbs. Modern Greek literature. Interjections. Modern Greek literature. Derivative adverbs from adjectives. Modern Greek literature. Derivative adverbs from pronouns. Modern Greek literature. Derivative adverbs from other adverbs. Why I love Greece...

Teaching and Assessment Methods:

The course concludes with a final exam. Each language skill is assessed as a component of the overall evaluation. Knowledge, skills, and competence are assessed during seminar sessions through continuous assessment, with particular emphasis placed on the results achieved from assigned tasks and tests. Final Grade: Students are graded according to the six-point grading scale.

PRACTICE

ECTS credits: 3

Assessment method: ongoing control and exam

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Sofiya Mircheva, PhD

Weekly workload: 0l + 2s

Type of exam: written

Annotation:

Students enrolled in this course are introduced to contemporary theories, practical approaches, and tools for managing the hotel business. During the training, they receive insights into the development of theoretical thought in the field of hospitality and the mechanisms for effective human resource management in this sector. The course examines and analyzes the organization of hotel service, hotel reservations, front office operations and their functions, housekeeping service processes, relationships between staff and hotel guests, the hotel's food and beverage sector, and more. The objective of the course is to equip students with the knowledge and skills related to the course matter and to develop a clear vision and understanding that effective organization and management of hotel and, in particular, restaurant services within hospitality establishments depend on customer satisfaction and profit generation for key stakeholders—managers, employees, clients, and investors—thus ensuring competitiveness and prosperity.

Course Content:

Nature and characteristics of hotel service. Nature and key features of hospitality technology. Classification of technologies. Technological processes in hospitality. Technological cycle in hospitality. Work shift schedules in hospitality. Technological standards in hospitality. Guest reception procedures in lodging establishments. Guest accommodation procedures in lodging establishments. Housekeeping service preparation. Room cleaning procedures. Bathroom and sanitary area cleaning procedures. Additional and auxiliary technological operations in hotel service. Check-out and payment procedures in hospitality. Technological equipment used in hospitality.

Teaching and Assessment Methods:

The course is delivered in the form of practical training sessions. It concludes with an exam. Emphasis is placed on students' practical and independent work. Knowledge, skills, and competencies are assessed during seminar sessions through continuous assessment, with particular importance given to the outcomes of assigned tasks and tests.

BUSINESS ENGLISH I – FOREIGN LANGUAGE, PART III

ECTS credits: 5

Assessment method: ongoing control and exam

Semester: 5

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Ivanka Vasenska, PhD

Weekly workload: 0l+ 4s

Type of exam: written

Annotation:

The *Business English I – Part III* course introduces specialized language training aimed at the needs of business communication. The course covers the foundations of business English, including the specifics of telephone conversations, formal meetings, and written correspondence. All four language skills—reading, listening, speaking, and writing—are addressed, with strong emphasis on improving students' command of grammar and vocabulary. Students acquire specific skills for communication in a business environment, with a particular focus on the role of effective communication in the work of economists in the tourism sector. The course aims to prepare students for a wide range of real-life communication situations they may encounter in their future careers. Creativity is encouraged through the creation of

promotional materials, brochures, leaflets, and offers, each of which is courseed to peer critique. This practical business English course, Part III, is structured along several lines: learning new vocabulary in each lesson, expanding existing lexical knowledge, mastering syntactic constructions, and practicing texts on both everyday (situational English) and practical topics. Productive language skills are developed through pronunciation exercises and translation tasks (to and from English). Discussions on current topics are included, for which students prepare and present role-play dialogues. The vocabulary covered includes between 500 and 800 new words.

Course Content:

The organization and structure of tourism. Modal verbs (Requests and offers). Statistical information about travel and tourism. Present tenses as future. Relative pronouns. Developments in tourism. Giving instructions. The passive. Festivals. Describing procedures - present simple passive. Travel by sea and river - cruises and ferries. The passive voice for giving information. Tour operation. Modal verbs (obligation). Modal verbs Can, could and might. Indirect questions.

Teaching and Assessment Methods:

The course concludes with a written exam. Each language skill is assessed as a separate component of the exam. Students' knowledge, skills, and competencies are evaluated during the seminar sessions through continuous assessment, with significant weight given to the results achieved on assigned tasks and tests. The final grade is awarded using the six-point grading scale.

BUSINESS GERMAN LANGUAGE – I FOREIGN LANGUAGE, PART III

ECTS credits: 5

Weekly hours: 01 + 4s

Assessment method: ongoing control and exam

Semester: 5

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Senior Lecturer Olga Kostadinova, PhD

Annotation:

The third part of the Business German Language course continues the goals and objectives of foreign language instruction for specific business purposes, consolidating and expanding upon the knowledge gained in the first two parts. What distinguishes this part is its summarizing and integrative nature, with a focus on the students' productive skills for responding linguistically in business situations and case studies. The course deepens the practical aspects of Business German, emphasizing appropriate responses in real-life business communication scenarios. Special emphasis is placed on the use of fixed expressions as well as grammatical accuracy, which is essential in this specific area of communication.

The aim of the course is to reinforce core elements such as compound nouns, verb tenses, passive constructions, and complex grammatical structures, while guiding students toward effective communication in the field of business. With a practical and theoretical orientation, the course primarily aims to develop students' skills in using the foreign language correctly through the development of business cases and real-world business situations.

Course Content:

Allgemeine Informationen, Fragen und Antworten mit Akzent Tourismus. Die Organisation und Struktur des Tourismus Modalverben (Gesuche und Angebote) Reisedokumente. Gründe zu reisen. Eine Passagierbefragung am Flughafen. Ausgabeaufgabe. Statistische Informationen über Reisen und Tourismus. Relativpronomen Anzeige statistischer Informationen. Fahrgastbefragung, Verfahren beschreiben. Diagramme und Statistiken beschreiben. Ein statistischer Bericht zum Lesen. Statistische Informationen anzeigen. Reisen auf See und Fluss. Fragebögen, Events, Entertainment. Entwicklungen im Tourismus Anweisungen geben. Die passiven Marketingbegriffe. Schlüsselereignisse in der Entwicklung des Tourismus.

Teaching and Assessment Methods:

The course concludes with a written exam. Each language skill is evaluated as a separate component of the final examination. Students' knowledge, skills, and competencies are assessed during seminar sessions through continuous assessment, with significant emphasis placed on the outcomes of assigned tasks and tests. The final grade is awarded according to the six-point grading scale.

BUSINESS FRENCH LANGUAGE I – FOREIGN LANGUAGE, PART III

ECTS credits: 5

Weekly workload: 01 + 4s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 5

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Mariya Stankova, PhD

Annotation:

The French language training, as part of the compulsory course, represents the final level of the specialized French language program tailored to the needs of the tourism sector. It is aimed at mastering terminology not only in the field of tourism but also in various economic and non-economic sectors such as economics, marketing, management, finance, insurance, transport, modern information technologies, ecology, and more. The enhancement of language and communicative skills in French is achieved through modern learning systems, specialized tourism-related texts, video materials, and multimedia products. The course content has a practical orientation, covering topics in the areas of business communication, virtual travel agencies, e-commerce, online advertising, and more. The covered topics are closely linked to professional daily activities and provide an opportunity to acquire the basic rules of business communication in both oral and written forms, business etiquette, and business ethics. Students develop skills to establish, maintain, and enhance business relationships in written and oral communication with clients and partners from France or other countries by following the main activities in the tourism sector – hotel management, catering, tour operator and travel agency services. Useful expressions are taught, with particular attention given to specific linguistic forms and challenges in translation. Business simulations recreating a real work atmosphere are conducted during class, encouraging students to interact with imaginary clients and business partners.

Course Content:

Tourisme interne. Tourisme international. Demande touristique. Caractéristiques de la consommation touristiques. Offre touristique. Présentation de l'offre. Documentation touristique. Conception de brochures et dépliants. Brochures électroniques. Étapes de la conception de voyages. Planification des tâches. Organisation de voyages. Facteurs influençant le voyage. Constitution du programme du voyage. Gestion du temps. Itinéraire. Budgétisation du voyage. Présentation du devis. Tarification touristique. Assurances voyage et assistance voyage. Commercialisation et rentabilité du produit touristique. Marketing touristique en ligne. Management de l'hôtellerie et de la restauration. Hébergement et location. Hôtellerie traditionnelle. Hôtellerie de plein air. Campings. Caravaning. Chalets. Mobiles homes. Clubs de vacances. Services hôteliers et parahôteliers. Établissements de restauration. Services de restauration. Gastronomie et art de la table. Animation touristique. Sites de loisirs et d'attraction. Installations sportives et récréatives. Visite guidée et commentée. Tourisme et environnement

Teaching and Assessment Methodology:

The course concludes with an exam. Each language skill is represented as a component of the exam. Knowledge, skills, and competencies are assessed during the seminar sessions through continuous assessment, with significant emphasis placed on the results achieved in the assigned tasks and tests.

Final Grade:

Students receive a grade based on the six-point grading scale.

BUSINESS RUSSIAN LANGUAGE I – FOREIGN LANGUAGE, PART III

ECTS credits: 5

Form of knowledge assessment: ongoing control and exam

Semester: 5

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Ch.Asst. Prof. Sonia Hristova, PhD

Weekly workload: 0l + 4s

Type of exam: written

Annotation:

The Business Russian Language Part III course is a natural continuation of the specialized foreign language training provided in the previous parts of the program. With a focus on students' future careers in the fields of tourism and business communication, the course emphasizes the acquisition of business protocol, Russian speech etiquette, and professional terminology. The course develops students' ability to engage in spoken communication across various socially-determined contexts. It includes the acquisition of stable phraseological patterns and fosters habits for effective interaction with native Russian speakers as representatives of a different culture. Linguistic competence is further deepened in both structural and functional aspects. Students learn strategies for resolving communicative challenges in the fields of business and tourism.

The main objective of the Business Russian course—developing professional skills and habits for communication in Russian within all sectors of the tourism industry—is achieved through thematic, simulated situations that replicate real business environments. To this end, multimedia products, video materials, authentic information sources, and the opportunities offered by the Internet for real-time communication are actively utilized. The primary communicative goal of business Russian language training, in preparing professionals for the tourism industry, is the development of oral speech skills—namely, listening and speaking—as well as the mastery of business etiquette in Russian-language communication.

Course Content:

Терминология. Туризм как крупнейшая и наиболее быстро развивающаяся индустрия мира. Виды туризма. Секреты турбизнеса. Туроператоры. Как стать туроператором? Правовые акты. Реестр туроператоров. Эффективность использования служебной информации. Публичные выступления. Ораторские приемы. Импровизация. Турагенства. Как открыть турагенство? Сети турагенств. Полезные программы. Информация о клиентах и конкурентах. Этические нормы в профессиональной деятельности. Правила поведения при конфликтной ситуации и способы разрешения конфликтов. Compliments в деловом общении. Турсайты. Изготовление турсайта. Раскрутка и продвижение. Шаблоны турсайтов. Туркаталоги. Турконсультация. Турпутевки. Памятки. Организация рекламы. Транспорт всех стран. Авиакомпании. Аэропорты. Авиабилеты. Прокат авто. Страхование. Страховая сумма. Страховая премия. Термины и понятия, принятые в современном международном туризме. Сокращения. Классификация размещения. Питание. Категории отелей. Классификация номеров. Классификация вида из номера. Потребности туристической индустрии. Общение в Интернете. Глобальные системы бронирования. Таможня. Таможенная декларация. Таможенная пошлина. Банковское обслуживание. Деятельность коммерческих банков и их взаимоотношения с клиентами. Терминология и ситуации общения. Заведения общественного питания. Увеселительные заведения. Обслуживающий персонал. Меню. Сервировка стола. Рассадка гостей за столом. Словосочетания и речевые формулы. Профессия администратора гостиницы. Обслуживание клиентов. Прием и оформление постояльцев. Оформление документов, подготовка номеров, перевозка вещей. Организация деятельности обслуживающего персонала. Информирование постояльцев о дополнительных услугах и мероприятиях. Профессия – гид. Профессиональные требования, предъявляемые к гиду. Сопровождение туристов в походах, экскурсиях, автобусных турах, круизах. Архитектурные и исторические памятники. Лексика искусствоведческого и исторического характера. Политическая и экономическая лексика. Чудеса природы.

Teaching and Assessment Methodology:

The course concludes with an exam. Each language skill is represented as a component of the exam. Knowledge, skills, and competencies are assessed during the seminar sessions through continuous assessment, with particular emphasis on the results achieved from assigned tasks and tests. Final Grade: Students receive a grade based on the six-point grading scale.

TOURISM BRANDING

ECTS credits: 5

Form of knowledge assessment: ongoing control and exam

Semester: 5

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Gergana Angelova, PhD

Weekly workload: 2l + 1s

Type of exam: written

Annotation:

The course explores the essential set of activities and guiding principles required to build a successful and sustainable brand. It discusses numerous best practices, both from globally renowned destinations and smaller, unique places that have managed to establish an attractive and distinctive identity. Branding is studied not only at the destination level but also at the level of tourism enterprises—accommodation establishments, food and entertainment venues, tour operators and travel agents, transport companies, and online distributors. Tools for successful branding in tourism enterprises are presented through the lens of well-known hotel, restaurant, tour operator, and digital brands. Students have the opportunity to discuss real-world practices and challenges they may face in their future professional careers, as well as possible solutions they could propose.

Course Content:

The origin and development of the branding concept at both macro and micro levels. Emotional connections between places and visitors. “Branding” vs. “Marketing” and “Brand” vs. “Trademark”. Best practices where branding precedes marketing. Steps to turning a trademark into a brand. Typology of place branding: general place brand, tourism brand, economic brand, community brand, thematic brands. Characteristics and symbols of a tourism brand. Stages of presenting a tourism brand. Emotionalization and positioning of a tourism brand. Motives for undertaking a tourism purchase. Competitive advantages of a tourism brand. Brand management. Branding strategies of tourism enterprises. Factors influencing consumer choice of a tourism brand – external, cultural, psychological, socio-psychological, personal characteristics. Stages of building a tourism brand – assessment and audit, analysis and advantages, structuring and grouping, expression, application, perception and attitudes, actions and consequences. Indicators and models for analyzing and evaluating a tourism brand – perception indicators, behavior, market and financial indicators. Contact branding model and other branding models. Branding in Specific Tourism Sectors: Hotel branding: Nature of the hotel product, recognizability and unique traits of hotel brands. Restaurant branding: Nature of the restaurant product, diversification of consumer demand, recognizability and unique traits of restaurant brands. All-inclusive resort branding: Characteristics of all-inclusive resorts, recognizability and distinct features. Tour operator branding: Components of the tour operator product, corporate culture, and competitive advantages. E-branding (Electronic Branding): Advantages and disadvantages of digital brands, evaluation of e-brand effectiveness.

Rebranding of a destination with a negative reputation – main tools for rebranding. Branding of large and small tourist destinations. Conceptualization of branding at macro and micro levels. Tools for a national branding strategy.

Teaching and Assessment Methodology:

The course is delivered through lectures and seminar exercises. It concludes with an exam. Emphasis is placed on students' practical and independent work. Knowledge, skills, and competencies are assessed during seminar sessions through continuous assessment, with significant weight given to results achieved on assigned tasks and tests.

TOURISM CONJUNCTURE

ECTS credits: 7

Form of knowledge assessment: ongoing control and exam

Semester: 5

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Teodora Kiryakova, PhD/ Ivaylo Ivanov, PhD

Weekly workload: 4l + 1s

Type of exam: written

Annotation:

This course provides specialized knowledge on the specifics of market research and forecasting in the tourism industry at both international and national levels. The course aims to enable students to: Acquire knowledge about the role and significance of market studies and forecasts in international tourism. Understand the functions of market research in international tourism. Recognize market forecasts and analyses as tools for managing production in the tourism industry. Apply the methodology for conducting market studies and forecasts in international tourism. Become familiar with the specific challenges and weaknesses in developing tourism market forecasts. The goal is for students to gain foundational knowledge and practical skills in conducting market research and forecasts relevant to the tourism industry.

Course Content:

Specific characteristics and factors influencing the market conditions in the tourism sector. The role and significance of market research in the tourism industry. Functions of market studies in international tourism. Market forecasts as a management tool for production in the tourism sector. Global and regional tourism fairs – reflections of the market situation in the tourism industry. Methodological requirements for conducting tourism market analyses and forecasts. Specific challenges and weaknesses in preparing tourism market forecasts. Long-term, short-term, and operational market-price research and methodology for drafting tourism market forecasts. Methods for conducting long-term market analyses and forecasts. Methodology for conducting short-term market analyses and forecasts. Methodology for carrying out operational tourism market research. Information systems used in tourism market research. Primary and secondary sources of information for assessing the market situation in the tourism industry. Planning and organizing market research in tourism. Leading international organizations conducting tourism market studies: World Tourism Organization (UNWTO). World Travel & Tourism Council (WTTC – Chicago). and others. Leading international private firms and non-profit organizations specializing in market research.

Teaching and Assessment Methodology:

The course is delivered through lectures and seminar exercises. It concludes with a final exam. Emphasis is placed on practical and independent student work. Knowledge, skills, and competencies are assessed during seminars and through continuous assessment, with significant weight given to results from assigned tasks and tests.

ECOLOGY AND ENVIRONMENTAL RESOURCE USE IN TOURISM

ECTS credits: 5

Form of knowledge assessment: ongoing control and exam

Semester: 5

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Mariya Stankova, PhD

Weekly workload: 2 l + 1 s

Type of exam: written

Annotation:

This course is designed to expand students' knowledge regarding the use of the natural environment for tourism purposes. The aim is to introduce and guide students toward approaches that promote the rational use and protection of natural resources. The inclusion of this course in the curriculum is justified by the growing global importance of environmental preservation. The course pays special attention to the major issues of tourism degradation and its prevention, while also aiming to deepen students' professional preparation in the field of tourism. The ecological focus reflects the increasing

awareness of the serious consequences modern civilization has imposed on life on Earth. The lectures are primarily intended to equip tourism students with the knowledge necessary to undertake measures that limit tourism's negative impact on ecological systems. The course also familiarizes them with the system and legal regulations concerning protected areas in Bulgaria.

Course Content:

Interrelations between ecology and tourism. Principles of sustainable development. Geographic aspects of tourism development. Use of natural resources for tourism purposes. Tourism in protected natural areas. Ecotourism guidelines for responsible travel. Forms of alternative tourism: Ecotourism. Rural tourism. Cultural tourism. Adventure and extreme tourism.

Teaching and Assessment Methodology:

The course is taught through lectures and seminar exercises. It concludes with a final exam. Emphasis is placed on practical and independent student work. Knowledge, skills, and competencies are assessed during seminar activities and through continuous assessment, with significant weight given to the results of assigned tasks and tests.

MANAGEMENT OF SPA AND WELLNESS SERVICES IN TOURISM

ECTS credits: 5

Form of knowledge assessment: ongoing control and exam

Semester: 5

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Lyubomira Pinelova, PhD

Weekly workload: 2l + 1s

Type of exam: written

Annotation:

This course aims to enrich students' knowledge in the field of managing spa and wellness services as a strategic avenue for the development of tourism enterprises and for increasing their revenues. The goal is to introduce and guide students through methods that facilitate the efficient provision of spa and wellness services tailored to the needs of customers in the tourism sector. The inclusion of this course in the curriculum is justified by the rapidly growing global interest in spa and wellness tourism. Although this trend reached Bulgaria later than other regions, the country is increasingly becoming a desirable destination for international tourists seeking spa and wellness experiences. Interest in such services continues to grow, and customers are becoming more demanding in terms of the quality of services provided. Alongside rising expectations, this tourism segment faces increasing challenges. The course is designed to equip students with essential knowledge about the specific nature of spa and wellness services, the technological processes involved in delivering them in the modern tourism industry, and to establish a theoretical and methodological foundation for mastering core competencies in this area.

Course Content:

Contemporary development and trends of spa and wellness services in tourism. Spa and wellness services - business models. Standards and quality management of spa and wellness services. Personnel management of spa and wellness industry. Technology of developing spa and wellness projects in the tourism industry. Medical and non-medical personnel in the structure of spa and wellness services. Marketing tools and strategies of spa and wellness tourism. Corporate culture and spa etiquette. Managing the business processes of the spa and wellness industry. Management reporting. Methods for controlling the quality of service in spa and wellness tourism. Marketing research on the spa and wellness services market. Spa etiquette. Norms and rules of conduct for staff providing spa and wellness services. Franchising in the spa and wellness industry.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures and seminars. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the ongoing control, and of great importance are the results achieved by the assigned tasks and tests.

BALNEOLOGICAL TOURISM

ECTS credits: 5

Form of knowledge assessment: ongoing control and exam

Semester: 5

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Ruska Bozhkova, PhD

Weekly hours: 2l + 1s

Type of exam: written

Annotation:

The course aims to acquire basic knowledge about the essence, importance, traditions and ongoing state of balneological tourism in Bulgaria. The course provides knowledge about mineral water resources of national and regional importance in the Republic of Bulgaria and the possible forms of conducting balneological treatment. A detailed description of the modern material base and the services offered in the private and public sectors in different regions is presented. It is emphasized that the future development of balneological tourism in Bulgaria is associated with further diversification of the services offered and increasing their quality, as well as with the training of highly qualified specialists in this field. Destination Bulgaria is revealed as one of the world leaders in balneological tourism. The course "Balneological Tourism" aims for students to acquire a complex of theoretical knowledge about the social and economic importance, characteristics of balneological tourism. To form management habits and a high management culture and to acquire the necessary practical skills to generate economic benefits from the development of balneological tourism in Bulgaria.

Course content:

Essence of balneological tourism. Evolution of balneological tourism. Resource provision for the development of balneological tourism. Legal framework. Modern requirements and diversification of services in balneological tourism. Development of balneological tourism and physico-chemical and therapeutic characteristics of mineral waters in the Southern Black Sea region. Development of balneological tourism and physico-chemical and therapeutic characteristics of mineral waters in the Southwestern region. Northern Black Sea region. Development of balneological tourism and physico-chemical and therapeutic characteristics of mineral waters in Sofia region. Development of balneological tourism and physico-chemical and therapeutic characteristics of mineral waters in Sredna Gora region. Development of balneological tourism and physico-chemical and therapeutic characteristics of mineral waters in the Rhodope region. Development of balneological tourism and physico-chemical and therapeutic characteristics of mineral waters in the Southeastern region. Development of balneological tourism and physico-chemical and therapeutic characteristics of mineral waters in the Danube region. Treatment with various physical methods. Drinking treatment. Mud treatment. Inhalations. Aromatherapy. Music therapy. Manual therapy - types of massages. Kinesitherapy. Other alternative procedures and means related to balneotherapy. Development of a marketing strategy for the development of Complex "X" as a prestigious destination for balneological tourism in the country. Development of a marketing strategy for the development of Bulgaria as a prestigious destination for balneological tourism. Good practices in the development of balneological tourism at international level.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures and seminars. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the ongoing control, and of great importance are the results achieved by the assigned tasks and tests.

TOURISM FAIRS AND EXHIBITIONS

ECTS credits: 5

Weekly hours: 21+ 0s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 5

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Mariya Stankova, PhD

Annotation:

The course provides specialized information designed for construction on basic knowledge for functioning on tourist exhibitions (tourist exchanges), as well as and for construction on key knowledge, skills and competencies related to with planning, organizing and conducting on participation on tourist organizations (tourist companies) in national, regional international tourist exhibitions (tourist Stock exchanges). Especially attention is accented on: (i) negotiation on independent stands and / or shared stand-alone space ; budgeting on participation in on tourist exhibitions – at independent form or in at group participation ; (ii) marketing approaches for presentation and promotion on tourist products on tourist exhibitions, including the shaping and the arrangement on the stands and the stand space; (iii) techniques for implementation on contacts leadership on negotiations by time on tourist exhibitions and tourist exchanges; (iv) participation in the accompanying tourist exhibitions informational activities and events; (v) completion on participation and reporting on the results and efficiency from participation in tourist exhibitions and tourist exchanges.

Course content:

Essence on tourist exhibitions and tourist stock exchanges as periodic and specialized types tourist markets. Identification on market segments and target market on tourist exhibitions (tourist exchanges). Types of tourist exhibitions and tourist Stock exchanges: national tourist exhibitions and exchanges. Organization and goals. Types of tourist exhibitions and tourist exchanges: regional tourist exhibitions and stock exchanges (in the frames of given region according to the regional classification on The World organization by tourism to United Nations (UN) Organization and goals. Types of tourist exhibitions and tourist exchanges: tourist exhibitions and stock exchanges with international (world) importance.

Organization and goals. Role on the national tourist administration on Republic Bulgaria for the organization and assistance participation on tourist companies in national and international tourist stock exchanges and exhibitions. Negotiation and payment participation on independent stands and / or shared stand-alone space. Preparation on advertising - informational materials and promotional activities. Informational and communication insurance on the stands. Budgeting on participation in on tourist exhibitions – at independent form or in at group participation (participation with shared stand-alone space). Marketing approaches for presentation and promotion on tourist products on tourist exhibitions. Design and arrangement on the stands and the stand space. Intercultural features on participants and visitors on tourist exhibitions. Techniques for implementation on contact and negotiations with participants and visitors from Russia, Ukraine, Georgia and member states on CIS. Techniques for implementation on contact and negotiations with participants and visitors from The Middle One East, including Israel. Techniques for implementation on contact and negotiations with participants and visitors from the Far East: China, Japan and South Korea.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

TOURISM MARKETS

ECTS credits: 5

Weekly hours: 21 + 0s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 5

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Gergana Angelova, PhD

Annotation:

The course provides specialized information on tourism markets. The aim is for students to: (i) acquire theoretical knowledge and practical information about the nature, structure and types of tourism markets; (ii) understand the specifics of demand and supply in tourism markets; (iii) be able to analyze a given tourism market in terms of the volume of demand and supply; (iv) understand the specifics of the main and potential for Bulgaria emissive and receptive tourism markets in Europe, the Middle East, North America, Central Asia and the Far East; (v) master essential management and marketing techniques for influencing tourism markets. The course is oriented towards the training of students who wish to work in the field of international tourism and in particular in companies engaged in tour operator, travel agency, consulting and marketing activities. The goals and objectives are for students to acquire basic knowledge and practical skills in the material taught and especially the types of tourism markets and the opportunities for penetration and successful implementation in a given market.

Course content:

Essence of the tourism market. Structure of tourism markets. Types of competition. Types of market defects (monopoly, oligopoly, monopolistic competition, etc.). Types of tourism markets (receptive, emissive, in relation to different types of tourism, etc.). Market segmentation. Target market. Defining and calculating the potential, available, qualified available, served and penetrated market. Price and non-price determinants of market demand and supply. Marketing mix. Advertising policy – types of advertising, relationship between advertising and sales, formation of advertising policy. Competitiveness of the tourism company in market conditions. Forecasting the development of a given market. Role of the state and European institutions in regulating tourism markets. National and European regulatory institutions. Peculiarities of tourism markets in Africa. Features of the tourism markets in North and South America. Peculiarities of tourism markets in Europe. Peculiarities of tourism markets in East Asia and the Pacific. Features of tourism markets in South Asia. Peculiarities of tourism markets in the Middle East.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

ADVERTISING IN TOURISM

ECTS credits: 5

Weekly hours: 21 + 0s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 5

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Teodora Kiryakova, PhD

Annotation:

The discipline aims to deepen and expand theoretical and practical knowledge and competencies in the field of advertising, public relations and marketing communications. The emphasis is on building systematic knowledge and practical skills for analysis, diagnosis, evaluation and implementation of advertising activities and media communications of enterprises in tourism. The aim of the discipline is to familiarize students with the basics of advertising activities by presenting them through the prism of marketing in tourism.

Course content:

Origin, functions and goals of advertising. Advertising channels and means. Verbal structure of the advertising message. Principles and requirements for advertising in tourism. Advertising in tourism public relations (PR) and – essence, role and specifics. Management of advertising activities, building advertising activities of the tourism enterprise. National and corporate tourism advertising. Sponsorship, promotion and digital and social media as a tool of advertising in tourism. Communication and media relations for the purposes of promoting tourism products. Media manipulation. Market segmentation, market selection and positioning. Development of an advertising campaign. Advertising design and hidden messages of the tourism product. Structure of the advertising message. Building an advertising strategy. Research and evaluation of advertising in tourism. Brand management – essence and characteristics.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures and seminars. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

MANAGEMENT IN TOURISM

ECTS credits: 3

Weekly hours: 21 + 0s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 5

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Mariya Stankova, PhD

Annotation:

The course is oriented towards familiarizing students with basic terms, theories and practices in management in general, and tourism in particular. Essential issues of the management process, organizational structures, basic management functions and their role in management are presented. The role and importance of the manager for the effectiveness and efficiency of business ventures are examined, as well as management principles, approaches and methods in relation to choice and decision-making. Special emphasis is placed on emotional intelligence and effective communication in management. Relevance is ensured by linking individual topics to the goals of sustainable development and international trends in management and tourism. The aim is to familiarize students of the specialty "Tourism" with the necessary knowledge about the essence of management, about traditional and modern theories in management, so that they can apply them in their practical work in the future. In this sense, the characteristics of the business unit, resources and management impact, management styles and types of managers are distinguished, as well as the specifics of management in tourism are distinguished.

Course content:

Evolution of management science and practice. Essential characteristics of management. Management in tourism – features and trends. Tourism as a system. Basic management functions. Goal setting. Leadership. Planning. Organizing. Controlling. Regulation. Management approaches, principles and methods. Organizational and management structures. Types of managers. Managerial roles. Management style. Characteristics of power. Forms and tactics of influence and exercise of power. Management decisions. Essence, types, stages, methods for developing management decisions in a tourism enterprise. Selection and making management decisions in tourism. Emotional intelligence and effective communication in the tourism enterprise. Managing change and conflicts in the tourism enterprise.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

TOUR OPERATOR AND AGENCY ACTIVITY

ECTS credits: 6

Weekly hours: 41 + 0s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 6

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Mariya Stankova, PhD

Annotation:

The course is oriented towards studying the state of the tourism industry, the essence of the tour operator product and the tourist destination, the distribution of the product and the transport activity. The relevance of the issue is determined by the key importance of the activity of tour operator companies on the internal and international tourist markets and the transformations that 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 familiarize students with the necessary knowledge for organizing tourist trips, for planning the offer of tourist destinations, as well as for the legal regulation of the activity of travel agencies. In view of this, specific tasks have been identified, aimed at: Acquiring knowledge about the emergence and development of tour operator and agent activities; Acquiring knowledge for conducting research and analysis; Acquiring knowledge and acquiring skills for developing tourist programs and negotiating elements of the tourist package.

Course content:

Status and development of the tourism industry. State and development of the international tourism market. Trends in the development of the Bulgarian tourism industry. Structure of tour operator activity. Structure of travel agency activity. Marketing and operationalization of tour operator activities. Determining the parameters and characteristics of the tour operator market. Product structure of the tour operator company. Preparation of brochure. Researching a tourist destination and creating a tourist package. Preparation of the product mix. Product sales and distribution. Distribution channels. Trade structures in tourism. Options for delivery and sale of travel packages. OTAs – the new leaders of the tourism market. Contact with users. 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. Development of a conceptual design for a travel agency. Development of a tourist program. Development of a tourist brochure.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

RURAL TOURISM

ECTS credits: 6

Weekly hours: 4l + 0s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 6

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Ruska Bozhkova, PhD

Annotation:

The course aims to familiarize students with the essence and characteristics of the specific alternative type of tourism that meets the needs of modern man, when it comes to organizing non-traditional ways of recreation - breaking away from the daily rhythm of city life, contact with nature, getting to know the cultural characteristics of each recreation area in areas with an unchanged appearance from the negative consequences of mass tourism. The goals and objectives are for students to acquire basic knowledge and practical skills in the material taught and, above all, to become familiar with the historical development, typology of rural tourism and the stakeholders in its development; To become familiar with existing rural tourism sites in the country and abroad; To consider approaches to increasing the competitiveness and integrated development of rural tourism.

Course content:

Essence of rural tourism and historical development. Typology of rural tourism. Stakeholders in the development of rural tourism. Development of rural tourism in Bulgaria - legislation, resource availability, good practices. Development of rural tourism in other countries - legislation, resource availability. Criteria and indicators for analysis and assessment of competitiveness in rural tourism regions. Development of a plan for increasing the competitiveness of regions offering rural tourism. Risk management of the implementation of the plan to increase the competitiveness of regions offering rural tourism. Cross-border routes for rural tourism. Service techniques in rural tourism. Furnishing and equipment of rural tourism sites.

Advertising and rural tourism. The development of rural tourism through the INTERREG-IPA territorial cooperation program. Presentation of good practices for the development of rural tourism in countries from tourist regions of the world. National and international associations related to rural tourism. Objectives, bodies, activities and projects.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

SOCIAL ENTREPRENEURSHIP IN TOURISM

ECTS credits: 6

Weekly hours: 41 + 0s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 6

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Ilinka Terziyska, PhD

Annotation:

The course "Social Entrepreneurship in Tourism" aims to introduce students to the characteristics of social entrepreneurship with a focus on opportunities in the field of tourism. It examines the main stages of launching and managing a project related to social innovation and social entrepreneurship. The aim of the discipline is to create skills for social entrepreneurship.

Course content:

Introduction to social entrepreneurship. Social entrepreneurship in tourism. Assessing opportunities for social change and designing social change initiatives. Identifying opportunities and challenges. Working with the community. Defining a solution. Building a marketing strategy. Impact assessment. Business models for social entrepreneurship in tourism. Securing financing. Organizational structure. Communications. Presentation of a course project. Presentation of a course project.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

EVENT MANAGEMENT

ECTS credits: 6

Weekly hours: 41+ 0s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 6

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Gergana Angelova, PhD/ Anelia Daleva, PhD

Annotation:

The course aims to introduce students to the essence and scope of event management with a focus on events and festivals, as there is no organized trip without an event. This assumes that tourism professionals with a university education possess basic knowledge and skills in this field. The discipline develops skills that are important for the future realization of students in the tourism field. The goal The purpose of the course is to familiarize students with the specifics, requirements, and standards of organizing and conducting events.

Course content:

Nature and scope of event management. Key variables. Typology and impact of events. Event concept and plan. Event need, concept development, stakeholders and planning processes. Resource organization. Location, physical resources and services, financial resources, marketing resources. Catering: food and beverage. Identifying food and beverage needs. Selecting a catering provider. Transport management. Identifying the need for transport for visitors. Selecting a transport service provider. Event promotion. Marketing strategy. Target marketing. Marketing mix. Promoting a private and public event. Customer relations – accessibility, conflict situations, dealing with anger and emotions. Risk management. Planning for the unexpected. Analysis and tools for identifying risk. Legal issues and insurance. Security during events. Event implementation. Event planning before setting the day for the event. Actions after the event. Organizing and conducting outdoor celebrations and parties. Children's party, wedding, anniversary meeting. Organizing and conducting tourist exhibitions. Basic requirements for participants. Arrangement of stands and advertising materials. Organizing and conducting conferences and seminars. Requirements for the venue and adjacent equipment. Requirements for delegates.

Creating a work and cultural program. Organizing and conducting environmental events - choosing a suitable time and place; theme and main message, target groups. Organizing and conducting festivals - choosing a suitable time and place; theme and main message; participants and target audiences.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

BUSINESS COMMUNICATIONS IN ENGLISH PART I

ECTS credits: 5

Weekly hours: 01 + 4s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 6

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Ivanka Vasenska, PhD

Annotation:

The Practical Course in Business Communications - English as a First Foreign Language, Part I, is structured in the form of modules - vocabulary, grammar, translations and conversation. Special attention is paid to upgrading the level of competences and knowledge in the field of vocabulary and grammar of modern English, which is the necessary basis for mastering language skills for communication in the specialized foreign language for tourism purposes. The main goal of the course is to enrich the students' knowledge of specialized English, which they have obtained in the previous courses of study, by filling in their gaps in the field of English grammar and vocabulary. The aim is to upgrade the students' skills and competencies to the Upper-Intermediate/Advanced level at the end of the Bachelor's degree course by reaching such a level of language proficiency that guarantees the correct use of language structures and the necessary vocabulary for effective communication.

Course content:

The aim of the vocabulary exercises in this semester is to provide an advanced level of competence and ability to use lexical units in a real language situation. This is achieved by increasing and enriching the active vocabulary of the students. The presented vocabulary becomes more complicated and specialized when moving to a higher level. Particular attention is paid to the systemic relationships in the vocabulary of the language such as synonym nests and semantic fields, as well as to independent preparation, as an element for increasing not only the spelling competences of the students, but also their vocabulary. Grammar classes are mainly aimed at leveling the level of mastery of grammatical structures and increasing the linguistic competence of students to 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 draws attention to and recalls or explains grammatical structures such as the temporal system in modern English, passive and active voice, ways of expressing unreality, emphatic constructions and types of conditional sentences.

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale.

BUSINESS COMMUNICATIONS IN GERMAN PART I

ECTS credits: 5

Weekly hours: 01 + 4s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 6

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Teodora Kiryakova, PhD

Annotation:

The discipline aims to acquire the complex of fundamental and applied knowledge in the field of business communication in German. In the learning process, special attention is paid to the in-depth practical side of business communication, emphasizing stylistic skills and spelling knowledge in German in this specific area of the language. The content in this first part is structured so that students consistently acquire lasting knowledge and skills for standardized business communication in German. The two parts of the Business Communications discipline (first and second part) are developed with increasing

complexity and have the main goal of consolidating students' foreign language knowledge and at the same time - to build on the already mastered communication and communication skills for specific purposes.

Course content:

The aim of the vocabulary exercises in the first stage of the discipline is to ensure an advanced level of communication for business purposes, which is achievable through targeted work to increase the active and passive vocabulary of students. Working with lexical material is of increasing complexity and implies accumulation through a cumulative effect. The planned seminar classes from the grammar module are intended to increase the borderline competence for specific purposes of business communication, mainly in the direction of the correct use of declarative sentences, passive constructions and polite forms. The module is also intended to identify specific individual difficulties and targeted work to eliminate them. More specific attention is paid to prepositions with the Genitive, subordinate conjunctions with finite word order, conditional forms, as well as infinitive constructions.

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale.

BUSINESS COMMUNICATIONS IN FRENCH PART I

ECTS credits: 5

Weekly hours: 01 + 4s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 6

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Mariya Stankova, PhD

Annotation:

The training is conducted in the form of seminar exercises with active participation by the students. Interactive forms of training and audiovisual aids and multimedia programs are used. The educational content includes a lexical, grammatical and socio-cultural component. The acquired language knowledge is built upon, enriched and improved with categories, concepts and vocabulary characteristic of the specialty. In view of the students' future activity in the field of tourism, the emphasis in the training is placed on the acquisition of professional terminology and speech etiquette. The topics examined are closely related to professional everyday life, correspond to the interests of the students and provide ample opportunity for conversation and discussions. Situations that develop the students' communicative skills are simulated. The techniques of "reading with comprehension" of narrowly specialized foreign language literature and information from electronic and other sources are improved. The educational and authentic texts, video materials and multimedia products for foreign language training contribute to the creation of skills for oral and written communication in real professional situations. The aim of the course is for students to master terms used in professional communication in the field of tourism and to expand their knowledge in the field of spoken and written French in a business context. The course involves both the acquisition of specialized vocabulary directly related to tourism and the main tourist activities, as well as terms from other economic and non-economic spheres, which are indirectly related to the tourism industry.

Course content:

Industrie du tourisme. *Ressources touristiques*. Poids économique du tourisme. Produits touristiques. Prestataires de produits touristiques. Caractéristiques de l'emploi touristique. Voyages et tourisme. Voyages fluviaux et par mer. Voyages aériens. Voyages routiers et ferroviaires. Genres de tourisme. Tourisme montagnard. Tourisme littoral. *Tourisme Spa et bien-être*. Tourisme de croisière. Tourisme balnéaire. Tourisme culturel. Tourisme d'affaires. Tourisme de masse. Tourisme durable. Tourisme de plein air ou camping. Tourisme éthique. Tourisme médical. Tourisme rural. Tourisme religieux ou pèlerinage. Tourisme urbain. Tourisme vert ou écotourisme. Tourisme sportif. L'œnotourisme ou tourisme viti-vinicole. Tourisme gastronomique

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale.

BUSINESS COMMUNICATIONS IN RUSSIAN PART I

ECTS credits: 5

Weekly hours: 01 + 4s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 6**Methodological guide:**

Department of Tourism

Faculty of Economics

Lecturer: Ch.Asst. Prof. Sonia Hristova, PhD**Annotation:**

Business Communications training in Russian, as a specialized foreign language training, aims to prepare students for correct and effective business communication in written or oral form with Russian-speaking partners. In order to ensure the students' success in the field of tourism and business communications, the course focuses on mastering business protocol, business correspondence, professional terminology, and language patterns and standards characteristic of the official business style. The ability to communicate in written and oral form in a variety of socially determined situations is developed, stable phraseological stereotypes are developed, and habits for orientation in communication with native speakers of Russian as representatives of another culture are formed. Language competence is deepened in structural and functional aspects, and strategies for solving communication problems in the field of business and tourism are mastered. The development of professional skills and habits in communication in Russian when serving all areas of the tourism industry, as the main goal of the course in Business Communications in Russian, is carried out thematically in simulated situations resembling a real business environment. For this purpose, multimedia products, video materials, authentic information sources, and the opportunities offered by the Internet for up-to-date communication in real time are actively used.

Course content:

Features of the official-business style. Language of official documents. Standardization of business speech. Correspondence as a type of business communication. Types of official documents. Right signed. Approval and approval. Content and layout of business documents. Syntactic constructions used for the presentation of motives, explanations of reasons for the acceptance of those or other actions. Efficiency of use of service information. Public speaking. Oratory receptions. Improvisation. Service library. "Profile" literature. Electronic versions of periodicals. Notebooks, business calendars, diaries. Features: service, recommendation, certification, private. Complex and concise description of the employee. Disclosure of knowledge, skills, abilities and character traits of the person being presented. Email. Business letter. Types of business letters. Dative Maturity. Professional career. Summary structure. Ways of providing information. Personal data. Name of positions /vacancies/. Information about education and available work experience. Additional information. Related knowledge and skills. Ethical norms in professional activity. Rules of behavior in conflict situations and conflict solutions. Compliments in business communication. Tourist documentation. Documents that are drawn up on a specific occasion. Documents whose form is approved by an official authority. Agreement and contract in the field of tourism. Structure of agreements and contracts. Cooperation agreement between tourist companies. Course of the contract. Procedure for booking touristic service and travel. Tourist service vouchers. Terms of service. The catch is calculated. Медицинская помощь. Responsibility of parties. Force majeure. Parties to the contract. Term of validity and other terms of the contract. Translation and discussion of specialized texts. Protocol, memorandum, declaration. License. Words and expressions. Regulation on Licensing of International Tourist Activity. Composition of the text of a business letter. Beginning of letter - entering message. The main part of the letter – typical staples. Samples. Final part of the letter. Payment means in tourism. Traveller's check. Credit cards. Discount cards. Voucher. Tourist formalities. Words and expressions. Computers in tourism.

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale.

INTERNATIONAL AND INTERNAL TOURISM**ECTS credits: 5****Form of knowledge assessment:** ongoing control and exam**Semester: 6****Methodological guide:**

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Ruska Bozhkova, PhD**Weekly hours: 31 + 0s****Type of exam:** written**Annotation:**

The course aims to familiarize students with both the historical development of tourism worldwide and on the territory of Bulgaria. Students will become familiar with the legal norms, policies and strategies of Bulgaria and the EU regarding the implementation of measures to regulate tourism products; the development of tourism by region; will examine the development of the main types of tourism; will determine the factors and resources that influence the development of tourism

and will become familiar with international trends in the development of tourism in conditions of political-social-economic and health crises. The purpose of the training is related to the desire to prepare competent, highly qualified, motivated leaders and specialists, capable of offering adequate solutions to key problems and issues in the field of internal and international tourism.

Course content:

Internal tourism. Evolution of internal tourism, part I. Evolution of internal tourism, part II. Tourist resources. Classification of tourist resources. Natural tourist resources. Anthropogenic tourist resources. National and branch organizations for the development of tourism in Bulgaria. NGOs. EU Regional Policy. Operational Programme – “Regions in Growth”, “Regions in Development”. Territorial Cooperation Programmes (INTERREG-IPA). Stakeholders in Tourism Development. International tourism. Evolution and features of international tourism. Globalization in the tourism industry. Development of international tourism in conditions of socio-political crises. Tourism and terrorism. Development of international tourism and migration and refugee crisis. Development of international tourism in conditions of financial crises. Development of international tourism in conditions of health crises. Impact of the COVID-19 pandemic on tourism. International tourism organizations. Regional tourism organizations.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

NEGOTIATION TECHNIQUES IN TOURISM

ECTS credits: 5

Weekly hours: 31 + 0s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 6

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Gergana Angelova, PhD

Annotation:

Negotiations are the most preferred and business form of communication in protocol practice. The importance of the issue is also dictated by the fact that for the successful development of the tourism business, **negotiation** is one of the widely used forms of communication. With their help, the specified goal can be achieved by using appropriate strategy, tactics and techniques within the framework of professional ethics and legal regulations. This implies that university-educated personnel employed in tourism possess basic knowledge and skills in this area. "Negotiation Techniques" is a discipline that should familiarize students majoring in "Tourism" with the specifics, requirements, and standards of business communication in tourism, turning them into future skilled communicators in this field. The goal The aim of the course is for students to acquire knowledge and skills in the course matter taught and to build a clear vision and belief that negotiation is a set of communication skills, requires compliance with etiquette and professional ethics, has its own specificity in terms of approach, techniques and tactics, and ensures prosperity for every modern manager, employee, client, investor.

Course content:

Verbal communication in protocol practice. Nonverbal communication in protocol practice. Presentation in protocol practice. National and cultural differences of foreign partners. Business ethics and business etiquette. Barriers to business communication. Effectiveness of business communication in tourism. Business communication in negotiations. Business correspondence. Conducting negotiations. Negotiating with clients and suppliers. Contracts in tourism. Resolution of conflict situations. Public relations (PR) of the tourism organization. Advertising activities of the tourism organization.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

REGIONAL DEVELOPMENT IN TOURISM

ECTS credits: 5

Weekly hours: 31 + 0s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 6

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Ruska Bozhkova, PhD

Annotation:

The course aims to familiarize students with the nature and characteristics of the regions in Bulgaria, in the context of the common classification of territorial units for statistical purposes in the European Union. Students will become familiar with the regionalization of the country, taking into account the state administration in the process of strategic planning, programming and implementation of financial instruments to support regional development in tourism in Bulgaria. The European experience in implementing regulatory documents on regional development in tourism based on selected EU member states will be presented, as well as options for implementing good practices, through the cooperation of central and local government structures. The goals and objectives are for students to acquire basic knowledge and practical skills in the material taught, especially about the socio-economic profiles of the regions, strategic planning, regulations and the status and trends of regional development in tourism, including the European Strategy for Good Governance at Local and Regional Level.

Course content:

Regions in Bulgaria. Socio-economic profiles. Tourism in the regional development system. Regulatory framework of the Republic of Bulgaria for regional development in tourism. State policies and strategies for regional development in tourism. Strategic planning. National strategy for regional development. National concept for spatial development. Almanac of the regions. Documents for the implementation of regional plans for sustainable development of the regions. Stakeholders in regional tourism development. Regional associations and unions for the development of tourism. Specialized tourist regions and future development trends. Financing regional tourism projects and management of tourism resources. EU Regional Policy. Regional Authorities of the Council of Europe and the EU Committee of the Regions. Council of Europe documents in the field of good governance and local self-government. Specialized tourist regions and future development trends. Good practices in regional development in tourism at the international level. Operational Programme – “Regions in Growth”, “Regions in Development”. Territorial Cooperation Programmes (INTERREG - IPA, ESPON, BLACK SEA, URBACT, INTERACT, etc.)

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

MARKETING IN TOURISM

ECTS credits: 3

Form of knowledge assessment: ongoing control and exam

Semester: 6

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Teodora Kiryakova, PhD

Weekly hours: 2l + 1s

Type of exam: written

Annotation:

A major place in the lecture course is given to the place and application of marketing in the practice of tourism. The curriculum includes topics that examine both classical theoretical statements and some more specific statements from the theory of marketing of sustainable development. An important place is given to the essence and content of marketing concepts and the marketing environment, the functions, goals of marketing, as well as the characteristics of their subtypes. Marketing strategies, tactics and programs are consistently considered. The emphasis is on marketing methods for analysis, creation and functioning of MIS, market segmentation, selection of target markets and positioning of the tourist product.

Course content:

Introduction to marketing. Concepts of marketing. Marketing information system in tourism. Marketing research. Marketing research into consumer needs in tourism. Strategic marketing analysis - analysis of the strategic marketing environment. Methods of strategic analysis - Boston Consulting Group method, General Electric method. Market segmentation, target market selection and positioning of the tourism product on the market. SWOT analysis in tourism - essence, role, elements and stages. Strategic marketing planning in tourism. Innovative marketing strategies of the tourism product. Marketing plan - essence, types and content. Marketing mix in tourism. Franchising in tourism.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures and seminars. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

INTERCULTURAL COMMUNICATION

ECTS credits: 5

Form of knowledge assessment: ongoing control and exam

Semester: 6

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Teodora Kiryakova, PhD

Weekly hours: 21 + 0s

Type of exam: written

Annotation:

The main goal is to provide basic knowledge about the theory and practice of intercultural communication in the contemporary situation of global globalization. Another main goal of the course is to emphasize the dialogue between cultures in contemporary social, cultural and economic migration and turbulence, by preparing students for their future professional realization as tourism specialists. Another main task inherent in the lecture course is to trace the conceptual apparatus in defining universal communicative competences, on the basis of which the specifics of intercultural communication competencies are highlighted, as well as the need for their formation. The introductory topics include issues from the research of intercultural communication, professional communication, universal and national values. A special place is devoted to the role of tolerance and forbearance in building intercultural competences as a goal and result in intercultural communications. The course traces the various theories in the field of intercultural communication. The introductory topics include issues about the peculiarities of culture as part of verbal and non-verbal communication. Particular emphasis is placed on examining and discussing specific cases of critical incidents in the clash of cultures and ways of resolving conflicts.

Course content:

The concept of culture in anthropological terms. The emergence of interculturality. Interrelation: culture, language and speech behavior. Interculturality – signs and forms. Intercultural competence. Competencies for dialogue between cultures. Types of cultures – principles of classification. Hofstede's theory of cultures – an overview. Six cultural dimensions. Main types of world cultures. Hall's classification of cultures. Kluckhohn and Schwarz's theory of culture. Culture shock. Stereotypes and prejudices. From cultural perception to cultural understanding and adaptation. Strategies for successful intercultural communication in tourism.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

CULTURAL TOURISM

ECTS credits: 5

Form of knowledge assessment: ongoing control and exam

Semester: 6

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Ilinka Terziyska, PhD

Weekly hours: 21 + 0s

Type of exam: written

Annotation:

The course aims to introduce students to one of the most significant forms of tourism, identified as a priority in the national development strategies of many countries. The main characteristics of this type of tourism, its various manifestations, resources necessary for its development, as well as ways to valorize them in tourism are examined. "Cultural Tourism" is a discipline that should introduce students of the "Tourism" specialty to the cultural resources necessary for sustainable tourism development, providing basic knowledge about the methods of their management.

Course content:

Definition and trends in the development of cultural tourism. Forms of cultural tourism. Profile and typologies of cultural tourists. Cultural tourism resources. Tourist attractions. Tangible cultural heritage. Intangible cultural heritage. Cultural landscapes. Inventory of cultural resources. Cultural mapping. Heritage tourism – basic management principles. Art-based tourism – good practices. Wine and gastronomic tourism. Special events as a tourism resource. Entrepreneurship in cultural tourism. Marketing in cultural tourism.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

DIGITIZATION IN TOURISM

ECTS credits: 5

Form of knowledge assessment: ongoing control and exam

Semester: 6

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Ivanka Vasenska, PhD

Weekly hours: 21 + 0s

Type of exam: written

Annotation:

The lecture course examines the theoretical and practical application of digital tools for the tourism and hospitality industries. The aim of the course is to introduce students to the basic knowledge and skills for organizing and managing processes in the development of tourism activities in the era of digitalization and in the study of phenomena and processes in tourism and hospitality.

Course content:

Human behavior and emerging technologies. Trends in the economic development of the EU tourism industry. Sustainable tourism development: new practices for excellence in the digital age. The digitalization of society as a factor in changing consumer preferences in tourism. Impact of artificial intelligence, augmented and virtual reality on the spheres of travel, tourism and hospitality. The change in management approaches in the era of the fourth digital revolution. Applications of artificial intelligence and computer languages in decision-making in management. Digitalization of accommodation facilities. The digital evolution of online reservation systems. Local, regional and global reservation systems in tourism. Electronic supply chain management in tourist destinations. Mobile applications and social networks. Online intermediaries in tourism. Using electronic marketing tools, such as communication management in the tourism industry. Online distribution and management channels. Implementing ICT for the needs of small owner-managed tourism businesses: An organizational decision-making and leadership perspective. Cybersecurity in the hospitality and tourism sectors: a risk-based approach. An ethical framework for a sustainable society in the era of digitalization and artificial intelligence: opportunities, risks, principles and recommendations.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

TOURISM IN THE BALKAN REGION

ECTS credits: 5

Form of knowledge assessment: ongoing control and exam

Semester: 7

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Lyubomira Pinelova, PhD

Weekly hours: 31 + 0s

Type of exam: written

Annotation:

The changes in social and political life in Bulgaria that occurred after 1989 gave a new impetus to the development of tourism as an economic sector. During all this time, especially in the last few years, the exchange of tourists between the countries of the Balkan region has increased significantly. This is a lasting trend that will continue in the coming years. Knowledge of the natural and anthropogenic tourism resources, demographic conditions, infrastructure, etc. of the countries in the region is of utmost importance in the preparation of students majoring in Tourism. At the same time, for purely practical reasons, we have to some extent departed from the geographical concept of "Balkan countries", and countries such as Cyprus and Slovenia, a significant part of Turkey, which is also outside the region, have also fallen into it. The development of tourism in individual countries and the peculiarities of the territorial distribution of the material base and some of the existing problems are consistently considered. A thorough analysis of active and passive international tourism, as well as internal tourism, is made. The problems and tasks of resort and tourist zoning are also clarified. Special attention is paid to the organization and territorial features of the sea, mountain and balneological resorts in these countries, to the cultural and historical complexes, etc.

Course content:

Main tourist regions in the world and their characteristics. European tourist macroregion. American tourist macroregion. African tourist macroregion. Middle Eastern tourist macroregion. South Asian tourist macroregion. Asia-Pacific tourism

macroregion. Geography of types of tourism. Tourism in the Balkan region: Slovenia. Tourism in the Balkan region: Croatia. Tourism in the Balkan region: Bosnia and Herzegovina. Tourism in the Balkan region: Serbia. Tourism in the Balkan region: Macedonia. Tourism in the Balkan region: Kosovo. Tourism in the Balkan region: Albania. Tourism in the Balkan region: Greece. Tourism in the Balkan region: Cyprus. Tourism in the Balkan region: Turkey. Tourism in the Balkan region: Romania. Tourism in the Balkan region: Bulgaria.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

QUALITY SYSTEMS IN TOURISM

ECTS credits: 6

Weekly hours: 3l + 1s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 7

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Sofiya Mircheva, PhD

Annotation:

The academic discipline is oriented towards the status of quality systems and the diversity of connections and relationships inherent in the internal content of these systems and their relationships with other systems. It is an important part of the preparation of students in the specialty "Tourism". The program includes a didactically justified system of concepts, categories, laws, principles and concepts of quality management, constituting a complex of knowledge, which in its course, methods and structure have all the prerogatives of a separate scientific discipline. The logic of modern economic development and experience in public practice bring to the fore several main topics. They are included in the academic content of the discipline as eight independent topics. They include scientific knowledge about the theoretical and methodological problems of quality, criteria and indicators of quality, qualimetric assessment, control and management of product quality. The goal of the discipline is the formation of knowledge, special skills and habits for practical activity in the field of improving the quality of the tourism product.

Course content:

Product quality management. Evolution of management schools. Quality management approaches. Strategic planning and management. Choosing a system model. Economic entities. International standards. Quality assurance models. Functions, structure and elements of the system. Internal regulations of the system. Quality manual. Documented procedures. Work instructions. Company standards. Development, implementation and audit of the system. Design, implementation and improvement of the quality management system. Development of a draft quality manual. Development of draft documented procedures. Development of draft work instructions. Development of draft company standards. Design and implementation of integrated quality systems.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures and seminars. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the ongoing control, and of great importance are the results achieved by the assigned tasks and tests.

FUNDAMENTALS OF LAW

ECTS credits: 5

Weekly hours: 2l + 0s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 7

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Vladislav Krastev, PhD

Annotation:

The lecture course in the discipline aims to ensure that students acquire a necessary and mandatory amount of knowledge in the field of general theory of law, the principles of public and private law, as well as the legal and regulatory framework relevant to the field of tourism. The curriculum is consistent with the similar principle requirements of European and national universities for students studying specialties that require legal knowledge as a necessary condition for their successful

preparation and future practical work. The lecture course examines the basic principles of legal science, legal concepts and ongoing legislation in force in the field of tourism. Theoretical knowledge is combined with specific practical cases.

Course content:

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. Courses of law. Legal personality. Legal facts and factual formations. Legal relations in the field of tourism. Contracts in international tourism. Representation. Legal liability. Merchant within the meaning of the Commercial Law. Legislative, executive and judicial authorities 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.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

FESTIVAL TOURISM

ECTS credits: 5

Form of knowledge assessment: ongoing control and exam

Semester: 7

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ivaylo Ivanov, PhD

Weekly hours: 21 + 0s

Type of exam: written

Annotation:

The lecture course presents specialized information on trends in the global tourism industry and in particular – event management. The aim is for students to: (i) acquire basic theoretical knowledge about the essence of festival tourism; (ii) know the main types of festivals and their specifics; (iii) know the stages in the festival planning process. The goal is for students to acquire basic knowledge and practical skills in the taught material with an emphasis on planning and conducting festivals.

Course content:

Event tourism. History of festivals. Types of festivals. Experience economy. Project management. The festival as a project. Stages in planning a festival. Choice of venue and program. Financing and budget management. Personnel management. Marketing of festival activities. Festivals and tour operator activities. Risk management.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

PR IN TOURISM

ECTS credits: 5

Form of knowledge assessment: ongoing control and exam

Semester: 7

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Lyubomira Pinelova, PhD

Weekly hours: 21 + 0s

Type of exam: written

Annotation:

The course is intended for students as specialized information on tourism supply. The aim is for students to: (i) acquire theoretical knowledge and practical information about the nature and importance of public relations in the supply of tourism products and services; (ii) know the features related to the communication process and the various methods of PR; (iii) be able to analyze the image of a given tourism enterprise and the positioning of tourism products and the features of the brand; (iv) understand the features related to the life cycle phases and the design of tourism products in the context of PR; (v) master essential techniques in conducting PR campaigns in order to build trust in the brand and attract the interest of consumer audiences. The goals and objectives are for students to acquire key knowledge and practical skills in the material taught and, above all, the opportunities for: influencing consumer evaluation through PR; building trust in the tourism enterprise, which in turn is a prerequisite for successful implementation; creating consumer loyalty, as well as creating feedback in order to increase the competitiveness of the tourism enterprise.

Course content:

The essence of PR. The difference between PR and advertising. Types of PR. Methods and techniques. Essence and features of PR campaigns. Brand and image characteristics and methods for their evaluation. PR and brand concept. PR tasks and objectives. Corporate design. PR as a management function. PR models. Tools for strategic PR assessment. Essence and features of the communication process. The tourism experience and the implications for the design of the tourism offering in the context of the PR campaign. The dramaturgy of experiences in tourism – the new expectations and needs of the modern tourist and PR campaigns. Monitoring of PR results.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

BUSINESS COMMUNICATIONS IN ENGLISH PART II

ECTS credits: 6

Weekly hours: 01 + 4s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 7

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Ivanka Vasenska, PhD

Annotation:

The practical course in Business Communications – Part Two is structured in the form of modules – vocabulary, grammar, translations and conversation. Special attention is paid to upgrading the level of competences and knowledge in the field of vocabulary and grammar of modern English, which is the necessary basis for mastering language skills for communication in the specialized foreign language for the purposes of tourism. The main goal of the course is to enrich the students' knowledge of specialized English, which they have obtained in the previous courses of study, by filling in their gaps in the field of English grammar and vocabulary. The aim is to upgrade the students' skills and competencies to the Upper-Intermediate/Advanced level at the end of the bachelor's degree course by reaching such a level of language proficiency that guarantees the correct use of language structures and the necessary vocabulary for effective communication.

Course content:

The aim of the vocabulary exercises in this semester is to provide an advanced level of competence and ability to use lexical units in a real language situation. This is achieved by increasing and enriching the active vocabulary of the students. The presented vocabulary becomes more complicated and specialized when moving to a higher level. Particular attention is paid to the systemic relationships in the vocabulary of the language such as synonym nests and semantic fields, as well as to 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 leveling the level of mastery of grammatical structures and increasing the linguistic competence of the students at a higher level of proficiency in the specialized English language. On the one hand, the module pursues a corrective goal, and on the other - the introduction of the main theoretical concepts and terminology. This module draws attention to and recalls or explains grammatical structures such as the temporal system in modern English, passive and active voice, ways of expressing unreality, emphatic constructions and types of conditional sentences. The module is practically oriented. It aims to develop students' skills in analyzing text and translating from Bulgarian to English and from English to Bulgarian. It is oriented not only to increasing students' language competence, but also to 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 versions. 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. Translations from Bulgarian to English, as well as from English to Bulgarian, are mainly grammatical with a focus on basic grammatical structures mastered in the "Grammar" module. The texts are selected depending on the level of English proficiency. The "Conversation" module as part of the general course aims to develop the students' speaking skills, with emphasis placed on their ability to interpret problems of a general scientific nature, as well as specific problems in the field of sustainable tourism. It is most strongly represented as a separate module in the last two courses of study, after which students are expected to speak English fluently without this being explicitly required. This module focuses on the freedom of students to express themselves freely in English. At the beginning of the semester, students are given the opportunity to choose the topics they want to discuss, with the classes taking the form of a presentation, in which a student orally presents the topic that he has prepared in advance and a subsequent discussion with the rest of the group of students.

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale.

BUSINESS COMMUNICATIONS IN GERMAN PART II

ECTS credits: 6

Form of knowledge assessment: ongoing control and exam

Semester: 7

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Teodora Kiryakova, PhD

Weekly hours: 01 + 4s

Type of exam: written

Annotation:

The discipline is the final one for the foreign language training in German. In this last part, general knowledge is finalized and the competencies necessary for adequate business communication in the field of international business relations, including for the purposes of tourism services, are strengthened. At this final stage, work with business letters continues, and their volume is more extensive, since it is assumed that students have already developed the basic skills and competencies. In terms of content, work is done with a greater variety of types of letters from different economic spheres, as well as from the field of tourism services. Work with listening texts, leading discussions, participating in them and presenting one's own developments is also intensified. The course of this part of the training is working with authentic documents, aimed at familiarizing students with the actual and ongoing situations in business communications. Thus, the content in this part again pays special attention to the in-depth practical side of correspondence, office work, official invitations and textual construction of business communication. The work is purposeful and is divided into four modules, subordinated to the main types of competencies. The second part of the course is of final complexity and reaches levels B2/C1, with the main goal of consolidating the students' foreign language knowledge, active knowledge and skills for adequate reaction in familiar and unfamiliar contexts.

Course content:

The aim of the vocabulary exercises in the first stage of the discipline is to ensure an advanced level of communication for business purposes, which is achievable through targeted work to increase the active and passive vocabulary of students. Working with lexical material is of increasing complexity and implies accumulation through a cumulative effect. The planned seminar classes of the grammar module are intended to increase grammatical competence for specific purposes of business communication, mainly in the direction of the correct use of declarative sentences, passive constructions and polite forms. The module is also intended to identify specific individual difficulties and targeted work to eliminate them. More specifically, attention is paid to administrative prepositions, subordinate conjunctions with finite word order, conditional forms, as well as infinitive constructions. The module is practically oriented. It aims to develop students' skills to navigate the text and translate from Bulgarian to German and from German to Bulgarian. The module connects the language communicative competence of the student with the skills for the correct selection of lexical units for the purposes of business communication. This module is subordinated to the task of building skills for independent work, followed by a discussion of already translated in the classes for extracurricular work. The "Conversation" module as part of the general course in German - first and second parts aims to develop students' skills for leading a discussion in a business environment. This module focuses on the freedom of students to express themselves freely in German. The classes in the module are subordinated to the main goal of communicative response on a wider range of business-oriented topics discussed in classes, as well as on other broader topics for commercial purposes, for dialogue on a topic related to business contacts;

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale.

BUSINESS COMMUNICATIONS IN FRENCH PART II

ECTS credits: 6

Form of knowledge assessment: ongoing control and exam

Semester: 7

Methodological guide:

Department of Tourism

Faculty of Economics

Weekly hours: 01 + 4s

Type of exam: written

Lecturer: Prof. Mariya Stankova, PhD

Annotation:

The training is the last level of the specialized French language course for the needs of tourism. It is aimed at mastering terms not only from the field of tourism, but also from other business and non-business spheres: economics, marketing, management, finance, insurance, transport, modern information techniques and technologies, ecology, etc. The improvement of language and communication skills in French is carried out with the help of modern learning systems, specialized texts on tourism topics, video materials and multimedia products. The educational content is practical, touching on topics from the field of business communication, virtual travel agency, e-commerce, internet advertising, etc. The topics discussed are closely related to professional everyday life and provide an opportunity to master the basic rules of business communication in oral and written form, business etiquette and business ethics. The skills for establishing, maintaining and developing business relationships in written and oral form with clients and partners from France or other countries are developed by following the main activities in tourism – hotel management, restaurant management, tour operator and travel agent activities. Useful expressions are taught and learned, attention is paid to special language forms and translation difficulties. Business simulations are carried out, recreating a real working atmosphere during classes, which provoke students to communicate with imaginary clients and business partners. The aim of the course is for students to master terms used in professional communication in the field of tourism and to expand their knowledge in the field of spoken and written French in a business context. The course involves both the acquisition of specialized vocabulary directly related to tourism and the main tourist activities (hotel management, restaurant management, tour operator and travel agent activities), as well as terms from other economic and non-economic spheres, which are indirectly related to the tourism industry.

Course content:

Tourisme interne. Tourisme international. Demande touristique. Caractéristiques de la consommation touristiques. Offre touristique. Présentation de l'offre. Documentation touristique. Conception de brochures et dépliants. Brochures électroniques. Étapes de la conception de voyages. Planification des tâches. Organisation de voyages. Facteurs influençant le voyage. Constitution du programme du voyage. Gestion du temps. Itinéraire. Budgétisation du voyage. Présentation du devis. Tarification touristique. Assurances voyage et assistance voyage. Commercialisation et rentabilité du produit touristique. Marketing touristique en ligne. Management de l'hôtellerie et de la restauration. Hébergement et location. Hôtellerie traditionnelle. Hôtellerie de plein air. Campings. Caravaning. Chalets. Mobiles homes. Clubs de vacances. Services hôteliers et parahôteliers. Établissements de restauration. Services de restauration. Gastronomie et art de la table. Animation touristique. Sites de loisirs et d'attraction. Installations sportives et récréatives. Visite guidée et commentée. Tourisme et environnement.

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale.

BUSINESS COMMUNICATIONS IN RUSSIAN PART II

ECTS credits: 6

Weekly hours: 01 + 4s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 7

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Sonia Hristova, PhD

Annotation:

The training aims to prepare students for correct and effective business communication in written or oral form with Russian-speaking partners. In view of the realization of students in the field of tourism and business communications, the course focuses on mastering business protocol, business correspondence, professional terminology and language patterns and standards characteristic of the official business style. The ability for written and oral speech communication in various socially determined situations is developed, stable phraseological stereotypes are developed, habits for orientation in communication with native speakers of Russian as representatives of another culture are formed. Language competence is deepened in structural and functional aspects, strategies for solving communicative problems in the field of business and tourism are mastered. The development of professional skills and habits in communication in Russian when servicing all spheres of the tourism industry, as the main goal of the course in Business Communications in Russian, is carried out thematically in simulated situations resembling a real business environment. The main goal of the course is to prepare students for conducting oral and written negotiations in the conclusion and implementation of transactions and contractual relations, by introducing them to the specifics of foreign trade correspondence and contract documents operating in the Bulgarian-

Russian business sphere and to familiarize them with the linguistic means of expression and their organization characteristic of the official-business style of speech.

Course content:

Простые деловые письма. Письмо – сообщение. Письмо – просьба. Типовые фразы. Образцы. Письмо о резервировании или аннулировании мест в гостинице. Письмо-приглашение. Ответ на просьбу, предложение, приглашение. Согласие и отказ в ответ на просьбу, приглашение, предложение. Неопределенный ответ, сообщение о задержке ответа на просьбу, предложение, приглашение. Поздравительное письмо. Типовые фразы и образцы. Письмо-благодарность. Сопроводительное письмо. Повторение особенностей употребления глагольных форм в туристских документах. Выражение сожаления, извинения, упрека в письме. Выражение мнения в ответном письме, согласия или несогласия с мнением партнера. Типовые фразы. Образцы. Письмо-запрос и письмо-предложение /оферта/. Рекламные материалы /проспекты, буклеты, каталоги и т.д./. Типовые фразы и образцы. Глаголы *указывать, указать, указываться, оказывать, оказываться, оказать; придерживаться, касаться, коснуться, достичь, добиваться*. Письмо-рекламация. Возможные причины заявления рекламаций. Порядок заявления рекламации. Права стороны, заявившей претензию. Арбитраж. Правила оформления документов. Композиционные особенности оформления служебных документов. Способы изложения материала в документе. Соразмерность частей документа. Этика и этикет в деловом общении. Три кита бизнеса: личность, культура, этика. К портрету российского предпринимателя. Делайте бизнес красиво. Представление. Визитная карточка – атрибут бизнесмена. Первый шаг к успеху. Женщина в бизнесе. Этикет встреч и переговоров. Сувениры. Неформальная обстановка. За столом – этикет и протокол. Несколько советов бизнесменам. Переговорная культура. Как выбрать надежного партнера. Реклама и этика. Корреспонденция и контрактные документы, связанные с рекламой. Презентация фирмы. Текст *Представляют ли опасность для российского туристического рынка иностранные фирмы?* Искусство переговоров. Подготовка к переговорам. Речь, нюансы тона, смысл жестов. Телефонный разговор. Речевые формулы делового телефонного этикета. Деловые диалоги. Речевые формулы для выражения различных отношений и реакций в деловом разговоре. Основные законы логики.

Teaching and assessment technology:

The course ends with an exam. Each language skill is presented as a component of the exam. Knowledge, skills and competence are assessed during the seminar sessions, during the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance. Final assessment: students receive a grade on a six-point scale.

TOUR GUIDE ACTIVITIES AND TOURISM ANIMATION

ECTS credits: 5

Form of knowledge assessment: ongoing control and exam

Semester: 7

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Lyubomira Pinelova, PhD

Weekly hours: 2l + 1s

Type of exam: written

Annotation:

The course aims to introduce the audience to the main content aspects of the theory and practice in the field of tour guiding as a very important and extremely relevant direction in the technology of accompanying activities in tourism. The reason for introducing the course is the increased demands of the users of the tourism product regarding the quality of tour guiding activities, which are increasingly urgent to move out of the sphere of amateurism and become an authoritative profession of highly educated individuals working in the field of tourism and complying with the requirements of the legal framework. "Tour Guiding and Tourist Animation" is a discipline that is aimed at mastering the main theoretical concepts and testing them in a real environment. It aims to familiarize students with the emergence, development and essence of tour guiding, to clarify the content of tour guiding, its place in the organization of a tourist trip with a total price, as well as the duties and responsibilities of the tour guide as the main performer of this activity; with the main and specific methods for motivating and conducting an excursion, as well as the methods and means for presenting tourist sites; with the methodology for preparing a project for an excursion program and exemplary methodological developments.

Course content:

Social essence of tour guide service (tour guidance) and animation as types of work in tourism. Tour guidance and animation in the context of communications. Content of the technological process in tour guide service. Technology of tour guide service for tourist groups. Technology of tour guide service for individual tourists. Technology of tour guide service depending on the means of transport. Essence and importance of tourist animation. Emergence and development of tourist animation. Socio-psychological prerequisites for the offer of animation in modern tourism. Types of animation. Mandatory components of animation technology. Technological process by functional types of animation. Technological process by

structural types of animation. Technology of animation in means of transport. Technology of animation in hotels and restaurants.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures and seminars. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the ongoing control, and of great importance are the results achieved by the assigned tasks and tests.

TOURISM INFRASTRUCTURE

ECTS credits: 5

Weekly hours: 2l + 1s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 7

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Gergana Angelova, PhD

Annotation:

The lecture course examines the essence, features and importance of infrastructure in tourism. Students are successively introduced to the different types of infrastructure in tourism according to the type of tourist activity and according to the type of tourism. The goal of the course is to familiarize students with the main features, factors and opportunities for the development of tourism infrastructure, as well as with the principles of spatial planning of the tourism infrastructure.

Course content:

Essence, features and importance of the tourist infrastructure. Place of the infrastructure in the tourism system. Factors determining the development of the tourist infrastructure – legislative, political, economic, technological, information and communication, natural and environmental, demographic and socio-cultural, psychological. Typology of the tourist infrastructure and superstructure – according to the scope and functional specificity, according to the tourist activities and according to the type of tourism. Hotel infrastructure and superstructure – essence and features. Main types of hotel establishments in Bulgaria according to the Regulation on the categorization of accommodation and catering and entertainment establishments. Restaurant infrastructure and superstructure – essence and features. Types of restaurant establishments in Bulgaria according to the Tourism Act and the Regulation on categorization. Infrastructure and superstructure for tour operator and agent activities. Regulation on the requirements for the location, suitability and equipment of the premises for carrying out tour operator and/or tourist agent activities and for the education, language qualification and experience of the staff. Transport infrastructure. Features of the infrastructure of railway, road, water, air and specialized tourist transport. Information, commercial and green infrastructure. Types of infrastructure for information services for tourists. Specificity and types of commercial establishments. Parks and green areas. Infrastructure and superstructure for sea and mountain tourism. Essence and types of infrastructure for sea and mountain tourism. Requirements for the infrastructure for the development of sea and mountain tourism. Infrastructure and superstructure for specialized types of tourism. Specific facilities and equipment. Infrastructure and superstructure for medical and SPA tourism. Balneological (medical SPA) center, SPA center and Wellness center. Facilities and equipment of centers for medical and SPA tourism. Infrastructure and superstructure for entertainment and business tourism. Amusement and theme parks. Business hotels, congress halls, business and congress centers. Infrastructure and superstructure for cultural and ecotourism. Objects of historical value, museums, galleries, architectural objects. Eco trails and observation platforms. Territorial planning of the tourist infrastructure. Factors determining the territorial location of the tourist infrastructure - tourist resources, tourist flows and socio-cultural environment, ecological specifics of the territory, development of other economic sectors, economic factors. Trends and prospects for the development of the tourist infrastructure - quantity, capacity and throughput; quality; territorial distribution; territorial structure; new technologies and innovation processes.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures and seminars. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the ongoing control, and of great importance are the results achieved by the assigned tasks and tests.

CULTURAL TOURISM ROUTES

ECTS credits: 5

Weekly hours: 2l + 1s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 7

Methodological guide:

Department of Tourism
Faculty of Economics
Lecturer: Assoc. Prof. Ilinka Terziyska, PhD

Annotation:

The course aims to familiarize students with the specifics of creating cultural routes, as well as the main steps involved in creating a cultural tour. The discipline is divided into two parts – cultural routes as a prerequisite for sustainable development of cultural tourism, and cultural tours as a package tourist product. “Cultural Tourism Routes” is a discipline that should familiarize students with the main steps involved in creating a cultural tour, as well as the opportunities that cultural routes provide for the development of cultural tourism.

Course content:

Cultural roads, cultural routes, cultural tours – terminology clarifications. The cultural routes of Europe. The cultural corridors of Southeast Europe. Cultural roads and cultural routes – good practices. History and trends in the development of cultural tours. Types of cultural tours. Algorithm for creating cultural tours. Marketing of cultural tours. Special interest tours. Cultural tours – good practices. Sharing economy and cultural tours.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures and seminars. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the ongoing control, and of great importance are the results achieved by the assigned tasks and tests.

OPERATIONAL EXPERIENCE

ECTS credits: 3

Weekly hours: 0l + 2s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 7

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Sofiya Mirchova, PhD

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 industry, restaurant industry and tourism, the "All Inclusive" system, as well as additional activities related to the infrastructure of tourism, etc. The aim of the course is for students to build on their knowledge and skills in the material taught in the first part of this course and to consolidate their knowledge in this area.

Course content:

Nature and role of additional activities and services in tourism. Technology of specific economic activities and services related to hotels, restaurants and tourism. Congress tourism. Roadside tourist services. Campsites. Glamping. Tourism in villages with unique landmarks in Bulgaria. Hobby tourism. Agricultural (rural) and ecological tourism. Technology of mediation activities. Technology of tour operator and travel agent activities. Reservation technology. Types of reservation systems. Technology of commercial service when selling goods and souvenirs in the tourism retail network. Technology of transport services in tourism. Technology of tour guide service. Tourism animation technology. Technology of infrastructure activities.

Teaching and assessment technology:

The training in the discipline is carried out in the form of exercises. The discipline ends with an exam. The priority in the training is the practical and independent work of the students. Knowledge, skills and competence are assessed during the seminar classes, during the implementation of the ongoing control, and of great importance are the results achieved from the assigned tasks and tests.

COMPETITION AND COMPETITIVENESS OF THE TOURISM PRODUCT

ECTS credits: 5

Weekly hours: 3l + 1s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 8

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Mariya Stankova, PhD

Annotation:

The course is oriented towards the main topics of the theory of competitiveness and successful practices of tourism. Its teaching is related to the clarification of basic terminological concepts related to competitiveness in tourism and tourism enterprises; to the characterization of 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; to the criteria and indicators of competitiveness and the methods of assessment in relation to it. Students acquire general theoretical and special knowledge about competitiveness in relation to the implementation of tourism 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, to be theoretically prepared to effectively manage any tourism company. The course introduces students to the main aspects of managing the competitiveness of tourism enterprises.

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 tourism activities. Peculiarities in the analysis and assessment of the competitiveness of tourism activities for the various 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. Peculiarities in the analysis and assessment of competitiveness in various sectors of tourism. Criteria and indicators and methods for analyzing and assessing 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 technology:

The training in the course is carried out in the form of lectures and seminars. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the ongoing control, and of great importance are the results achieved by the assigned tasks and tests.

RECREATIONAL TOURISM

ECTS credits: 4

Form of knowledge assessment: ongoing control and exam

Semester: 8

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Lyubomira Pinelova, PhD

Weekly hours: 31 + 0s

Type of exam: written

Annotation:

Students are introduced to the place and role of natural and recreational resources in the territorial system of recreation and tourism, the main types of natural recreational resources and the direction of their classification, the main principles and revenues, as well as the methodological and methodological foundations of studying natural and recreational conditions and resources in Bulgaria. The essence, features and classification of anthropogenic tourist resources, their role in the modern geographical distribution of tourism, the main types of tourism related to anthropogenic tourist resources, as well as those of Bulgaria are also considered. The aim of the course is to satisfy the great need for knowledge about resort and tourist (recreational) resources. It is aimed at training students to act actively in this area. They will receive the necessary information about natural and anthropogenic tourist resources, methods for assessment and approaches for their most rational and effective use and protection.

Course content:

Nature and importance of recreational tourism. Bioclimatology. Physical foundations of medical climatology. Weather and climate. Weather and climate-forming factors. Atmospheric processes. Solar radiation. Physico-geographical conditions. Physiological foundations of medical climatology. Methods for studying and assessing climate and weather in resorts. General climatic characteristics of the country and its physiological zoning. Influence of meteorological factors on the human organism. Anciently acting complex (solar radiation). Thermally acting complex. Aerochemically acting complex. Aeroelectrolytic acting complex. Influence of different climatic and geographical zones on physiological functions. Climatic features of our mountains and their impact on the human organism. Climatic zones not inherent to Bulgaria. Use of climate for therapeutic and prophylactic purposes. Prophylactic and therapeutic procedures. Aerotherapy. Sunbathing. Organization of rational sea prevention in seaside resorts. Essence of sea prevention and its organizational state. Some bioclimatic requirements of rational sea prevention. Material and technical base of medical tourism in resort complexes. Requirements

for a modern balneoclimatic center. Medical beach. Climatic base in mountain resorts. Preventive and health-improving base in sports complexes. Sea balneology. Chemistry of sea water. Hydrochemical and physical characteristics of the Black Sea. On the balneological qualities of sea water, use of sea prophylaxis and sea treatment. Sea balneotherapy. Sea bathing. Warm sea baths. Gas warm sea baths. Algototherapy. Inhalations with sea water. Drinking sea water. Alkali therapy. Sand therapy. Mud therapy. Physiological effect of healing mud. Application of healing mud. Rape baths. Balneology and balneotherapy. Development of balneology and balneotherapy. Hydrological foundations of balneology. Essence and components of mineral water. Theories of the origin of mineral waters. Classifications of mineral waters. Balneotherapy techniques of mineral waters. Balneotherapy and its essence. Methods for using mineral waters in Bulgaria. Healing possibilities of Bulgarian mineral waters. Specialization of balneological resorts. Ecological (educational and cognitive tourism). Essence of ecological tourism. Some prerequisites for the development of ecological tourism in the Republic of Bulgaria. Territories for ecological tourism in Bulgaria. Protected areas. Other natural areas. Management of the impact of tourism on the natural environment, including zoning of recreational areas, the vision of environmentally friendly forms of tourism, eco-trails, etc. Essence and features of the organization of rural tourism. Historical overview of the development of rural tourism in Western European countries, EC members. Evolution of the demand for the rural tourism product. Models of tourist behavior, influence on the development of rural tourism. Essence of the concept of rural tourism. Features of the organization and management of rural tourism. The role of various management entities in the field of organization and management of rural tourism. The role of municipal administrations in the organization and management of rural tourism. Mountain resorts in Bulgaria - status, problems, concepts.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

INTERNATIONAL TOURISM ORGANIZATIONS AND PARTNERSHIPS

ECTS credits: 5

Weekly hours: 3l + 1s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 8

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Sofiya Mirchova, PhD

Annotation:

The course is oriented towards the training of students who wish to work in national tourism administrations, industry organizations and international tourism organizations in general. The aim is for students to: (i) acquire theoretical knowledge and practical information about the goals, functions and structure of existing international tourism organizations; (ii) understand the advantages and obligations of membership in the relevant international tourism organizations of national tourism administrations, industry organizations and individual tourism enterprises; (iii) be able to identify the policies pursued by the different types of international tourism organizations; (iv) be aware of and be able to use the main types of information services and materials provided by international tourism organizations.

Course content:

Nature of organizations. State structures in tourism. Economic structures in tourism. Non-profit structures in tourism. Tourism organizations in Bulgaria. Human resource management in tourism associations. Communication with participants in tourism associations. Nature and types of international tourism organizations. Regional tourism organizations. National tourism organizations. Local tourism organizations. Non-governmental tourism organizations. International tourism organizations in Europe. International tourism organizations in Asia. International tourism organizations in South America.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures and seminars. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the ongoing control, and of great importance are the results achieved by the assigned tasks and tests.

DIGITAL MARKETING

ECTS credits: 5

Weekly hours: 3l + 1s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 8

Methodological guide:

Department of Tourism

Annotation:

The lecture course examines the main marketing tools in a digital environment, reveals their essence and their specific application in economic practice. The main tasks that should be solved in the implementation of the curriculum are: obtaining knowledge about the basics of digital marketing and its main aspects for differentiation in an online environment; developing an accurate and reliable idea of the opportunities that digital marketing offers for access to target audiences. The goal The aim of the course is to provide fundamental and specialized knowledge in the field of digital marketing, foster creativity and encourage innovative thinking, with the necessary preparation to address the challenges of the technological environment.

Course content:

Digital transformation of business. Artificial intelligence and self-learning machines. Types of artificial intelligence. Impact of artificial intelligence on business processes. Potential and areas of impact of artificial intelligence on marketing. Trends in the application of artificial intelligence. The benefits of AI for business. AI as part of marketing. Introduction to digital marketing. Mass marketing and marketing strategies. Defining the customer network and identifying customers. 1-to-1 communication tools. Digital marketing mix. Product policy in digital marketing. Pricing policy. Distribution policy. Digital marketing communications. Essence of digital marketing strategies. Algorithm of digital marketing strategy. Situational analysis. Goal setting. The place of marketing objectives in company business goals. Defining a strategy in digital marketing. Strategic marketing planning in a digital environment. SWOT analysis of digital marketing. Marketing environment in digital conditions. Sales funnel. Analysis of the digital marketing environment. Analysis of the micro and macro digital marketing environment. Brand management and branding strategies. Basic elements of the brand. Brand management approaches. Brand communication. Digital campaign management. Marketing research and analysis in a digital environment. Targeting. Content creation. Email marketing. SEO and paid advertising. Web design. User experience. Customer relationship management systems. Digital marketing analysis. Measuring results. Search engine optimization in digital marketing. Search engine optimization and paid digital marketing - advantages and disadvantages. On-page optimization process. Basic aspects of SEO. Management of paid digital marketing. Content marketing. Social sharing. Keyword selection. Digital campaign management. Building advertising and creating consistency. Social networks as a channel for delivering advertising content. Creating an effective digital experience. Approaches to creating an effective user experience. Website design and redesign planning. Content marketing platforms. User behavior in a digital environment. Essence of user behavior in a digital environment. eCRM. Creating user engagement. User lifecycle management. Personalized product offerings in digital marketing. Targeted marketing. Retargeting and presenting impressive ads. Social media marketing. Social media marketing process. Creating your own presence. Creating communities on social networks. Marketing communications on Facebook, Instagram, LinkedIn, Twitter.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures and seminars. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the ongoing control, and of great importance are the results achieved by the assigned tasks and tests.

RELIGIOUS TOURISM

ECTS credits: 5

Weekly hours: 3l + 1s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 8

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Teodora Kiryakova, PhD

Annotation:

Tourism on a global scale implies knowledge of the main aspects of culture on a national and international level, in order to realize the eternal universal human content, intellectual meaning and value system. The broad horizon and knowledge of each tourism specialist should inevitably include knowledge of religious cultural heritage, as well as other more specific aspects of their management of religious pilgrimage sites and motifs. Understood in a broad sense, religion is inevitably encompassed by specific practices, some of which are present only in the tangible cultural heritage, while others constitute part of the intangible heritage and represent an interesting anthropogenic tourist resource. The proposed elective course covers basic topics and focuses on traditional forms of religious tourism (in the context of Eastern Orthodoxy), but at the same time includes some lesser-known forms of religious practices from other religions.

Course content:

World cultural and historical heritage related to religion. Emergence of religious tourism. Peculiarities of ancient world religions. Religion in medieval European culture. Peculiarities of the sacred places of Christianity from Antiquity, the European Middle Ages and the European Renaissance. Peculiarities of the holy places of Islam. Peculiarities of the sacred places of Hinduism and Buddhism. Peculiarities of the sacred places in Bulgaria. Religious practices of pre-Christianity in Bulgaria. Monasteries in Bulgaria. Monasteries, pilgrimage and modern religious tourism. The attraction of monasteries. Church holidays and customs and their role for religious tourism related to Orthodox Christianity. Church holidays and customs and their role for religious tourism related to other religions in Bulgaria. State policy and ongoing regulatory framework for the cultural heritage of sites with religious cultural and historical value. Organization and management of museum institutions in Bulgaria with religious value. The holy monasteries – masterpieces of architecture and art.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures and seminars. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed during the seminars, during the implementation of the ongoing control, and of great importance are the results achieved by the assigned tasks and tests.

COGNITIVE TOURISM

ECTS credits: 3

Weekly hours: 21 + 0s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 8

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Mariya Stankova, PhD

Annotation:

The academic discipline deals with the main function of tourism, manifested against the background of practicing the various forms and types, namely the cognitive and educational. At the beginning of the new millennium, tourism is an industry with a centuries-old history. The beginning of travel is in the past - it begins with the travels of ancient people, provoked by the need for food, water and shelter and accompanied by the accumulation of impressions, knowledge and discoveries. Over time, people's movements gradually differ in their nature, depending on the goals and motivation pursued. The cognitive element of the accompanying one is imposed as the leading one for a large part of the trips. On the international tourist market, Bulgaria is positioned as a country whose natural and cultural wealth makes it an extremely interesting and attractive tourist destination. Therefore, knowledge of cultural phenomena, museum networks and natural features and their proper absorption in tourism are of great importance for the future professional realization of tourism students. The aim of the course is to enrich students' knowledge about the world's cultural, historical and natural heritage, as well as to create in them skills for interpreting the existing data in diverse tourist programs. The inclusion of the discipline in the curriculum is justified by the orientation of the students' professional training towards understanding and using the resource potential for the purposes and needs of internal and international tourism.

Course content:

World cultural and historical heritage: phenomena, styles, periods. Heritage of Antiquity. Cultural heritage of the Middle Ages. Cultural heritage of the Renaissance. Religions and philosophical concepts. Modern cultural monuments. World natural and cultural heritage. International organizations and international conventions for the protection of the world cultural and historical and natural heritage. Museums and museum networks. Emergence and historical development of museums. Museum work in Bulgaria. Modern development of museums. World-famous museums and galleries. Interpretation of natural and cultural heritage.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

ETHNO TOURISM

ECTS credits: 3

Weekly hours: 21+ 0s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 8

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Ilinka Terziyska, PhD

Annotation:

The course aims to familiarize students with the specifics of creating cultural routes, as well as the main steps involved in creating a cultural tour. The discipline is divided into two parts - cultural routes as a prerequisite for sustainable development of cultural tourism, and cultural tours as a package tourist product. "Ethno tourism" is a discipline that should familiarize students with the opportunities that elements of traditional folk culture provide for sustainable development of the destination and for creating successful tourist products.

Course content:

Resources for ethno tourism. Stakeholders in ethno tourism. Good practices. Traditional construction. Good practices. Traditional cuisine. Traditional crafts. Good practices. Research methods in ethno tourism. Good practices.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

WINE TOURISM

ECTS credits: 3

Weekly hours: 21+ 0s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 8

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Ilinka Terziyska, PhD

Annotation:

The course aims to familiarize students with the main characteristics of wine tourism. The main world destinations and good practices are examined. 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 demand and supply. The discipline should familiarize students with the characteristics of wine and culinary tourism and the resources that Bulgaria has for the development of these types of tourism.

Course content:

Definition, history and latest trends in wine tourism. Winemaking as a cultural heritage. World destinations for wine tourism. Main types of wines. Local grape varieties in Bulgaria. Vine-growing and wine-growing regions in Bulgaria. Wine tasting – basic principles. Wine tours – classification and trends. Typology of wine tourists. Good practices. Critical factors for success.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.

NATURE CONSERVATION

ECTS credits: 3

Weekly hours: 21+ 0s

Form of knowledge assessment: ongoing control and exam

Type of exam: written

Semester: 8

Methodological guide:

Department of Tourism

Faculty of Economics

Lecturer: Ch. Asst. Prof. Lyubomira Pinelova, PhD

Annotation:

Biodiversity is a serious resource for the development of tourism. 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 common human wealth and heritage and as a specific form of nature protection, contributing to the development of culture and science and the well-being of society. In addition, the protection 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 goal of the course is the acquisition of basic knowledge about the nature and importance of biological diversity as a resource for the development of tourism.

Course content:

Emergence, status and development of the problem of biodiversity conservation in Europe and other continents. National parks – historical roots and some features of their organization, management and conservation. Nature parks – organization

of recreation and protection of nature. Nature reserves – oases of wild and untouched nature. International cooperation for the conservation of biodiversity and protected areas. National and nature parks and reserves in Bulgaria. Beginning of the organized nature conservation movement in Bulgaria and creation of the network of protected areas in our country. Ongoing status of the network of national and nature parks and reserves in Bulgaria. National ecological network in Bulgaria. Protected areas in Bulgaria. Declaration and changes in Protected areas. Management plans and development plans and projects. Conservation of plant, animal and mushroom species. General provisions. Protected plant and animal species. Regulated use of protected plant and animal species. Prohibited methods, devices and means for capturing and killing. Protection of birds found in the wild. Action plans for plant and animal species. Conservation of plant and animal species outside their natural environment. Introduction of non-native or reintroduction of native animal and plant species into nature. Trade in endangered species of wild flora and fauna. General provisions. Transport across the border of the Republic of Bulgaria. Customs supervision and control. Registration. Trade on the territory of the Republic of Bulgaria. Disposal of specimens confiscated for the benefit of the state. Conservation of ancient and remarkable trees. Bodies for control and management of biological diversity. Coercive administrative measures and administrative-penal provisions.

Teaching and assessment technology:

The training in the course is carried out in the form of lectures. The course ends with an exam. The priority in the training is the practical and independent work of the students. The knowledge, skills and competence are assessed in the implementation of the ongoing control, and the results achieved from the assigned tasks and tests are of great importance.