



SOUTH-WEST UNIVERSITY “NEOFIT RILSKI”

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DEPARTMENT OF TOURISM ECTS Information Package

Tourism Major Master Programme: Event management

The tuition is intended for students who graduated from the Educational qualification degree (EQD) "professional bachelor in..." in professional field 3.9. Tourism.

1. GENERAL PRESENTATION OF THE PROGRAMME

This Qualification Characteristics reflects the scope and level of professional knowledge and skills to be acquired by graduates of the Master's Degree in "Event management" and the areas of their future professional development.

The Master's programme enables students to develop their professional skills and abilities in terms of event management and their marketing in today's competitive business environment. The educational program is tailored to the requirements of the tourism market and the conditions of the modern competitive business environment.

Graduates of the Master's programme in "Event management", receive key managerial competencies in practical skills, enabling them to organize their own tourism business and/or perform top-managerial functions. Therefore, the curriculum includes courses that build the knowledge base related to the management of events, as well as appropriate technology and logistics, financial tools applicable in event management, sales skills and marketing approaches. Particular attention is paid to special activities such as the design of entrepreneurial ecosystems, event crisis management, festival management, sports and corporate events.

2. PURPOSE OF THE EDUCATION:

The studied set of subjects aims to prepare specialists with quality theoretical and practical knowledge and skills capable of performing their professional duties.

Through the acquisition of this professional qualification, graduates will be able to manage and participate in the managerial, organisational, marketing and innovation activities of companies in the tourism sector, specifically in event management.

Graduates of the Master's programme in "Event management" acquire in-depth theoretical knowledge and acquire key competencies and practical skills related to event management, as well as relevant technology and logistics, financial tools applicable in event management, sales skills and marketing approaches.

The training of students in this Master educational and qualification degree includes compulsory specialisation training, elective courses and an optional group of courses. On this basis, the acquisition of a body of specific knowledge related to the peculiarities of organizing events is achieved. Particular emphasis is given to special activities such as the design of entrepreneurial ecosystems, event crisis management, festival management, sports and corporate events.

3. KNOWLEDGE, SKILLS AND COMPETENCES ACQUIRED ACCORDING TO THE NATIONAL QUALIFICATION FRAMEWORK

Knowledge

A specialist with a Master's degree from the Master's programme in "Event management" has a high organisational, social and economic culture. He/she possesses knowledge of the processes of effective organization, conduct and management of events. He/she can explain and interpret in detail the requirements for different types of events, the needs of different types and categories of clients, and the different stages of planning, organising, conducting and closing congresses, conferences, workshops, round tables, fairs and festivals and other types of events. Particular attention is paid to knowledge of foreign languages, including the specific vocabulary and peculiarities of business communication and correspondence.

Skills

Specialists who have completed the educational and Master's qualification degree in the programme in "Event management" are more specifically able:

- to conduct specific business correspondence in relation to the planning, organisation, conduct and completion of organised events;
- to plan, organise, conduct and conclude events of different types, focus and scope, and receive feedback from participants and stakeholders on the events held;
- to organise, conduct and supervise the necessary marketing research and prepare the necessary strategies for the implementation of the marketing actions in relation to attracting customers (participants) to the organised events being prepared;
- to plan, organise, conduct and supervise all necessary actions in connection with the provision of logistics and communication in the planning, organisation, conduct and conclusion of events;
- to prepare and supervise the necessary documentation relating to the financial management of events;
- to analyse, on the basis of available data, the various situations, problems and solutions related to the practice of holding events of different types, specialised themes and focus.

The master specialists shall also be able to design the various types of events, specialised in terms of subject matter and relevance. He/she shall use modern information techniques and systems for advertising and PR within the event to ensure its necessary publicity and popularity.

Competencies

The competences to be acquired in the course of the training are defined in accordance with the requirements of the European Qualifications Framework (EQF), the National Qualifications Framework (NQF) and the European Credit Transfer System (ECTS) in accordance with EQF level 7 and NQF level 7 respectively. In this case, the graduates of this Master's programme are expected to possess the following competences:

- to have the capacity to select and contract the most appropriate external service providers (provision of premises or space for events; sound, simultaneous interpretation, transport and logistics, catering, etc.) in relation to the organisation of specific events;
- to properly select the venue, timing and duration of the event;
- In the case of participation in an event as a sponsor or participant organisation they shall be able to select the right team in terms of number of people and competences, and to select and commit to the appropriate form of participation (with a stand/kiosk, with a shared stand/kiosk; participation alone with participants/visitors to the event without committing to the use of specific facilities.
- to have the capacity to select and recruit the most appropriate staff for the organisation of specific events;
- to have the capacity to integrate into a team and/or to form teams of people to work in the organisation of micro-events or events of a larger scale;
- to be able to independently make and implement management decisions regarding day-to-day business operations and activities related to event management, as well as the enforcement of occupational health and safety, social security and consumer protection legislation, during the organisation and delivery of micro-events or events of a larger scale;
- to exercise choice and adequate and appropriate application of the principles of business ethics and existing international, European and national tourism legislation and regulation;

- to have the capacity to respond appropriately to consumer needs and to select appropriate ways of meeting them, in line with the products/services offered;
- to conduct, individually or in a team, research on tourism markets or audiences of stakeholders and consumers for the organisation of corporate, public and destination events;
- In the case of a crisis situation, to take responsibility and make decisions on the allocation and use of the resources available in the organisation holding the event to deal with the crisis;
- to have the capacity to manage the sequence and timing of the individual steps (stages) of planning, organising, conducting and/or participating in an event.

4. THE PROFESSIONAL PURPOSE OF THE SPECIALIST

After completing their studies in the Master's degree programme in "Event management", in the professional field 3.9 Tourism, graduates possess theoretical and practical knowledge, skills and competences that allow them to realize themselves in various positions in the structures of the Tourism sector:

- hotel complexes and chains, administrative, executive and managerial positions;
- catering and entertainment establishments;
- tourist attractions (theme parks, entertainment complexes, tourist attractions);
- travel agencies and tour operators, such as event organisers;
- state, municipal and regional administrations and branch organisations, etc.

5. AREAS OF PROFESSIONAL REALIZATION

Graduates of the Master's programme "EVENT MANAGEMENT" receive specialized training, allowing them to work according to the List of positions in the National Classification of Positions and Occupations (2011) as:

1120 / 7045 Regional Manager; 1120 / 7048 Director; 1120 / 7050 Director of regional division; 1219 / 5005 Head, head of department; 1219 / 6007 Manager, Business Services Department; 1219 / 6010 Manager / Head, Administrative Department; 1219 / 6011 Unit Head; 1219 / 5012 Supervisor, Group; 1219 / 6021 Department Head/Chief/Manager; 1219 / 6022 Directorate Director; 1411 / 3001 Head, hotel department; 1411 / 3002 Manager of hotel; 1411 / 3003 Manager of motel; 1412 / 3001 Manager of catering establishment; 1412 / 2003 Manager of self-service restaurant; 1412 / 3004 Manager of confectionery/café; 1412 / 3005 Manager of bar; 1412 / 3006 Manager of restaurant; 1412 / 3007 Manager of cafeteria; 1412/3008 Manager of catering; 1412 / 3009 Head at a restaurant department; 1412 / 3011 Owner of restaurant, restaurant keeper; 1431/3015 Manager of recreation establishment; 1431/3017 Manager of casino; 1431/6020 Manager of entertainment/amusement parks; 1431/6021 Head of cultural activities department; 1431/6022 Head of recreation department; 1431/6023 Head of Sports Activities Department; 1439 / 3001 Manager of Community Services; 1439 / 6007 Head of department at a tourist agency; 1439 / 3008 Head of contact center; 1439 / 3009 Head of conference centre; 1439 / 3003 Manager of camping; 1439 / 3004 Manager of travel agency; 1439 / 3005 Manager of service bureau; 1439 / 3006 Manager of lodge; 1439 / 6007 Head of a department in travel agencies; 1439 / 3008 Manager of contact center; 1439 / 3009 Manager of conference center; 2421 / 6001 Business expert; 2421 / 6002 Business development expert; 2421 / 6011 Organizer/ business promoter; 2421 / 6007 Business Consultant; 2421 / 6008 Management Consultant; 2421 / 6009 Analyst, Efficiency of commercial performance expert; 2421/5027 Project manager; 2421/5028 Sales expert; 2422 / 5039 Junior Expert, City Hall; 2422 / 5040 Junior Expert; 2422 / 6041 Chief Expert; 2422 / 6046 Senior Expert; 2422 / 6051 Head of sector, regional unit; 2422/6052 Senior Inspector, regional Unit; 2422 / 6053 Inspector, regional unit; 2422 / 6056 Expert; 2422 / 6084 Economic management expert; 4221 / 3001 Passenger transport consultant; 4221 / 3002 Passenger transport organiser; 4221 / 3003 Travel organizer; 4221 / 5004 Tourism specialist; 4221 / 2005 Employee, issuance of passenger tickets; 4221 / 2006 Travel information clerk; 4221 / 2007 Travel agency/bureau employee; 4221 / 2008 Reservations clerk; 4221 / 2009 Check-in counter employee, passenger and baggage check-in counter; 4224 / 2001 Hotel receptionist; 4224 / 3002 Hotel administrator;

The Qualification Specification of the Master's programme "Event management" for the educational and qualification Master's Degree with the professional qualification "Master in Event Management" is the main document that determines the development of the curriculum and study programmes. It is in accordance with the Higher Education Act, the Regulation on the State

Requirements for the Acquisition of the Master's, Bachelor's and Specialist Degree and the Regulations of the South-West University "Neofit Rilski".

Contact details:

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Facebook profile of the Department of Tourism -

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

Curriculum Structure
PROFESSIONAL FIELD: TOURISM
MAJOR: TOURISM
EDUCATIONAL AND QUALIFICATION DEGREE: MASTER
MASTER PROGRAMME: EVENT MANAGEMENT
QUALIFICATION: MASTER IN EVENT MANAGEMENT
FORM OF EDUCATION: PART-TIME AND FULL-TIME

First Year			
First Semester	ECTS Credits	Second Semester	ECTS Credits
1. Tour operator and agency activity	6.0	1. Competition and competitiveness of the tourist product	6.0
2. Conjuncture in the tourism industry	6.0	2. Recreational tourism	6.0
3. Tourism in the Balkan region	6.0	3. Conservation for nature protection	6.0
4. Quality systems in tourism	6.0	4. Elective course	6.0
5. Elective course	3.0	5. Elective course	6.0
6. Elective course	3.0		
Elective courses (students choose two courses)		Elective courses (students choose one course)	
1. Festival tourism	3.0	1. International tourism organizations and partnerships	6.0
2. PR in tourism	3.0	2. Digital marketing	6.0
3. Tour guide activity and tourist animation	3.0	3. Religious tourism	6.0
4. Tourist infrastructure	3.0	4. Educational tourism	6.0
5. Routes for cultural tourism	3.0	5. Ethnological tourism	6.0
		6. Wine tourism	6.0
	Total 30		Total 30

Second Year			
First Semester	ECTS Credits	Second Semester	ECTS Credits
1. Event design planning	5.0	1. Financial management of events	4.0
2. Strategic event marketing	5.0	2. MICE tourism	3.0
3. Visitor management	5.0	3. Logistics and communication in event	4.0
4. Event crisis management	5.0	4. Elective discipline	4.0
5. Elective discipline	5.0		
6. Elective discipline	5.0	State exam or Master thesis	15.0
Elective courses (students choose two courses)		Elective courses (students choose one course)	
1. Corporative event management	5.0	1. Corporate culture	4.0
2. Festival management	5.0	2. Social media marketing	4.0
3. Sports event management	5.0	3. Micro event design	4.0
4. Designing entrepreneurial cosystems (developing practical projects)	5.0	4. Applied marketing research (developing a practical project)	4.0
	Total 30		Total 30

TOTAL FOR THE TWO ACAEMIC YEARS: 120 CREDITS

DESCRIPTION OF THE ACADEMIC COURSES

Major "Tourism"

Master Programme: Event management

TOUR OPERATOR AND AGENCY ACTIVITY

ECTS credits: 6

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Dr. Maria Stankova

Annotation:

The course discipline is oriented towards the specifics of the tour operators' and agents' products and activity, the tourist destinations, the distribution of the product and the transport providing. The subject is actual as it is connected to some of the key activities in tourism – the one of tour operator/tour agents' companies, operating in the domestic and international tourist markets. Special focus is put on the transformations this activity undergoes online. The lectures follow the theoretical statements necessary to clarify the specifics of the tour operator's activity and its practical manifestation. Attention is paid also to its inherent market features and manifestations. The aim of the course is to acquaint 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 activities of travel agencies. With a view to it, specific tasks have also been identified, aimed at: acquisition of knowledge about the origin and development of the tour operator and agency activity; acquisition of knowledge for conducting studies and analyses; acquisition of knowledge and acquisition of skills for developing tourist programs and negotiating elements of the tourist package.

Course content:

State and development of the tourism industry. State and development of the international tourist market. Trends in the development of the Bulgarian tourism industry. Structure of the tour operator activity. Structure of travel agency activity. Marketing and operationalization of the tour operator activity. 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 forming a tourist package. Preparation of the product mix. Product implementation and distribution. Distribution channels. Commercial structures in tourism. Variants of delivery and sale of tourist packages. OTA - the new leaders of the tourist market. Contact with users. Provision of 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 concept project for a travel agency. Development of a tourist program. Development of a tourist brochure.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment, are taken into consideration. The results achieved by the set assignments and tests are of major importance.

CONJUNCTURE IN THE TOURISM INDUSTRY

ECTS credits: 6

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Teodora Kiryakova/Dr. Ivaylo Ivanov

Annotation:

The course is intended as specialized information on the specifics of business studies and forecasts in the tourism industry in an international and national aspect. The aim is for the students to: (i) acquire knowledge about the place and role of economic research and forecasting in international tourism; (ii) to understand the functions of business studies in international tourism; (iii) to know business forecasts and analyzes as a tool of production

Course hours per week: 41 + 0s

Exam type: written

Course hours per week: 31 + 1s

Exam type: written

management in the tourism industry; (iv) to be able to apply the methodology of economic studies and forecasts in international tourism; (v) to be aware of the specific difficulties and weaknesses in the compilation of tourism economic forecasts. The aims and objectives are for students to acquire basic knowledge and practical skills for business analysis and forecasting in the tourism industry.

Course content:

Peculiarities and factors determining the conjuncture of the tourist market. Place and role of market research in the tourism industry. Functions of economic studies in international tourism. Economic forecasts as a tool of production management in the tourism industry. World and regional tourism exchanges - a reflection of the situation in the tourism industry. Requirements for the methodology for carrying out tourist economic analyzes and forecasts. Specific difficulties and weaknesses in the compilation of tourist economic forecasts. Long-term, short-term and operational market-price research and methodology for compiling tourist economic forecasts. Methods for carrying out long-term economic analyzes and forecasts. Methodology for carrying out short-term economic analyzes and forecasts. Methodology for the implementation of an operational tourism conjunctural study. System of information in tourism conjunctural research. Primary and secondary sources of information on the economic situation in the tourism industry. Planning and organization of the work in conducting economic tourism surveys. Leading international organizations conducting tourism surveys: World Tourism Organization, World Travel and Tourism Council (Chicago), etc. Leading international private companies and non-profit organizations specializing in conducting market research.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment, are taken into consideration. The results achieved by the set assignments and tests are of major importance.

TOURISM IN THE BALKAN REGION

ECTS credits: 6

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Senior Asst. Prof. Dr. Lyubomira Pinelova

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 branch. During all this time, especially in the last few years, the exchange of tourists between the countries of the Balkan region has increased a lot. This is an enduring trend that will continue in the years to come. Knowledge of natural and anthropogenic tourism resources, demographic conditions, infrastructure, etc. of the countries of the region is extremely important in the preparation of the students of the "Tourism" specialty. At the same time, for purely practical reasons, we have to some extent come out of the geographical concept of "Balkan countries", as 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 considered successively. A comprehensive analysis of active and passive international tourism, as well as domestic tourism, is carried out. The problems and tasks of resort-tourist zoning are also clarified. Special attention is paid to the organization and territorial features of sea, mountain and spa resorts in these countries, cultural and historical complexes, etc.

Course content:

Main tourist regions in the world and their characteristics. European tourist macro-region. American Tourism Macroregion. African Tourism Macroregion. Middle East Tourism Macroregion. South Asian Tourism Macroregion. Asia-Pacific Tourism Macroregion. Geography of tourism types. 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:

The training in the academic discipline is carried out in the form of lectures. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during

Course hours per week: 31 + 1s

Exam type: written

the lectures and in the progress assessment, are taken into consideration. The results achieved by the set assignments and tests are of major importance.

QUALITY SYSTEMS IN TOURISM

ECTS credits: 6

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Senior Asst. Prof. Dr. Sofia Mirchova

Annotation:

The course is oriented towards the status of quality systems and the variety 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 from the "Tourism" major. The program includes a didactically justified system of concepts, categories, laws, principles and concepts of quality management, making up a complex of knowledge, which by its subject, methods and structure have all the prerogatives of a separate scientific discipline. The logic of modern economic development and the experience of social practice bring to the fore several main themes. They are included in the course content as eight independent topics. In them, scientific knowledge about the theoretical and methodological problems of quality, quality criteria and indicators, quality assessment, control and management of product quality have found a place. The purpose of the course is the formation of knowledge, special skills and habits for practical activity in the field of improving the quality of the tourist product.

Course content:

Product quality management. Evolution of schools of management. Quality management approaches. Strategic planning and management. Selecting 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. System development, implementation and auditing. Design, implementation and improvement of the quality management system. Development of a draft quality manual. Development of drafts of documented procedures. Development of draft work instructions. Development of projects of company standards. Design and implementation of integrated quality systems.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment, are taken into consideration. The results achieved by the set assignments and tests are of major importance.

FESTIVAL TOURISM

ECTS credits: 3

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Ilinka Terziyska

Annotation:

The course presents specialized information on trends in the global tourism industry and, in particular, event management. The goal is for students to: (i) acquire basic theoretical knowledge about the essence of festival tourism; (ii) to 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. Economy of experiences. Project management. The festival as a project. Stages in planning a festival. Choice of venue and program. Funding and budget management. Personal management. Marketing of festival activities. Festivals and tour operator activity. Risk Management.

Teaching and assessment:

Course hours per week: 21 + 2s

Exam type: written

Course hours per week: 21 + 0s

Exam type: written

The training in the academic discipline is carried out in the form of lectures. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment, are taken into consideration. The results achieved by the set assignments and tests are of major importance.

PR IN TOURISM

ECTS credits: 3

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Senior Asst. Prof. Dr. Lyubomira Pinelova

Annotation:

The course is intended for students as specialized information on the tourist offer. The goal is for students to: (i) acquire theoretical knowledge and practical information about the nature and importance of public relations in the offer of tourism products and services; (ii) to know the peculiarities related to the communication process and the different PR methods; (iii) be able to analyze the image of a tourism enterprise and the positioning of tourism products and brand features; (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 tasks are for the students to acquire key knowledge and practical skills on the taught material and, above all, the opportunities for: impact on user evaluation through PR; building trust in the tourist 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 nature of PR. The difference between PR and advertising. Types of PR. Methods and techniques. Nature and features of PR campaigns. Features of the brand and image and methods for their evaluation. PR and brand concept. Tasks and objectives of PR. Corporate design. PR as a management function. PR models. Tools for strategic PR assessment. Nature and features of the communication process. The tourism experience and the implications for tourism offer design 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. Control of PR results.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment, are taken into consideration. The results achieved by the set assignments and tests are of major importance.

TOUR GUIDE ACTIVITY AND TOURIST ANIMATION

ECTS credits: 3

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Senior Asst. Prof. Dr. Lyubomira Pinelova

Annotation:

The course aims to acquaint students' audience with the main contents of the theory and practice in the field of tour guiding as a very important and extremely current direction in the technology of the accompanying activities in tourism. The basis for the introduction of the study discipline is the increased demands of the users of the tourist product to the quality of the tour guide activity, which is increasingly imperative to leave the field of amateurism and become an authoritative profession of persons with high educational qualifications working in the field of tourism and corresponding to the requirements of the legislation. "Guide activity 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 acquaint students with the origin, development and essence of tour guiding, to clarify the content of the tour guide activity, its place in the organization of the tourist trip with a total price, as well as the duties and responsibilities of the tour guide as the main contractor of this activity; with the main and specific methods for motivating and conducting an excursion, as well as the methods and means of presenting tourist

Course hours per week: 21 + 0s

Exam type: written

Course hours per week: 21 + 0s

Exam type: written

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 guiding) and animation as types of work in tourism. Guided tours and animation in the context of communications. Content of the technological process in the tour guide service. Technology of tour guide service for tourist groups. Guide service technology for individual tourists. Guide service technology depending on the means of transport. Nature and importance of tourism animation. Emergence and development of tourist animation. Socio-psychological prerequisites for offering animation in modern tourism. Types of animations. Mandatory components of animation technology. Technological process on functional types of animation. Technological process on structural types of animation. Animation technology in vehicles. Animation technology in the hotel and restaurant.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment, are taken into consideration. The results achieved by the set assignments and tests are of major importance.

TOURIST INFRASTRUCTURE

ECTS credits: 3

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Gergana Angelova

Annotation:

The course examines the nature, features and importance of infrastructure in tourism. Students are successively introduced to the different types of infrastructure and infrastructure in tourism according to the type of tourism activity and according to the type of tourism. The aim of the course is to acquaint students with the main features, factors and opportunities for the development of the tourist infrastructure, as well as with the principles of territorial planning of the tourist material base.

Course content:

Nature, features and importance of tourist infrastructure. Place of 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 tourist infrastructure and superstructure - according to scope and functional specificity, according to 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 Ordinance on the categorization of accommodation and catering and entertainment establishments. Restaurant infrastructure and superstructure - essence and features. Types of restaurants in Bulgaria according to the Law on Tourism and the Ordinance on Categorization. Infrastructure and superstructure for tour operator and agency activity. Ordinance on the requirements for the location, suitability and equipment of the premises for carrying out tour operator and/or tourist agency activities and for the education, language qualification and experience of the staff. Transport infrastructure. Features of the infrastructure of rail, road, water, air and specialized tourist transport. Information, commercial and green infrastructure. Types of infrastructure for tourist information services. Specificity and types of commercial establishments. Parks and green spaces. Infrastructure and superstructure for sea and mountain tourism. Specifics and types of infrastructure for sea and mountain tourism. Infrastructure requirements 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. Balneotherapy (medical spa) center, spa center and wellness center. Facilities and equipment of medical and spa tourism centers. Infrastructure and superstructure for leisure 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 decks. Territorial planning of the tourist material base. Factors determining the territorial location of the tourist material base - tourist resources, tourist flows and socio-cultural environment, ecological specifics of the territory, development of other economic branches, economic factors. Trends and prospects for the development of tourist infrastructure - quantity, capacity and throughput; quality; territorial distribution; territorial structure; new technologies and innovation processes.

Teaching and assessment:

Course hours per week: 21 + 0s

Exam type: written

The training in the academic discipline is carried out in the form of lectures. The discipline ends with an exam. Priority in the training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

ROUTES FOR CULTURAL TOURISM

ECTS credits: 3

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Ilinka Terziyska

Annotation:

The course aims to acquaint students with the specifics of creating cultural routes, as well as with the main steps involved in creating a cultural tour. The discipline is divided into two parts - cultural paths 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 the creation of 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 - terminological clarifications. The cultural roads 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:

The training in the academic discipline is carried out in the form of lectures. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

COMPETITION AND COMPETITIVENESS OF THE TOURIST PRODUCT

ECTS credits: 6

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Dr. Maria Stankova

Annotation:

The course is oriented towards the main topics of competitiveness theory and successful practices of tourism. Its teaching is related to clarification of basic terminological concepts related to competitiveness in tourism and tourist enterprises; with a characterization of the main sources of ensuring their competitiveness and the sources of competitive advantage. Special attention is paid to the analysis and evaluation of competitiveness in tourism, the emergence and implementation of the idea of competitiveness evaluation; of 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 tourist activities. The aim of the course is for students to acquire knowledge, skills and habits to analyze the competitive environment and, knowing the successful tourism practices of tourism, to be 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 evaluation of the competitiveness of tourist activities. Methodology for analysis and evaluation of the competitiveness of tourist activities. Peculiarities in the analysis and evaluation of the competitiveness of tourist activities for the various sectors of tourism and its connection with the formation of the individual salary. Criteria, indicators and methods for analysis and evaluation 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 different sectors of tourism. Criteria and indicators and methods for analysis and evaluation of the competitiveness of products used in tourism. Methodology for analysis and evaluation of the competitiveness of products used in

Course hours per week: 21 + 0s

Exam type: written

Course hours per week: 31 + 1s

Exam type: written

tourism. Management of the competitiveness of enterprises from the tourism industry. Policy of enterprises from the tourism industry to ensure their competitiveness. Legal regime of competition.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment, are taken into consideration. The results achieved by the set assignments and tests are of major importance.

RECREATIONAL TOURISM

ECTS credits: 6

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Senior Asst. Prof. Dr. Lyubomira Pinelova

Annotation:

Students get acquainted with the place and role of natural and recreational resources in the territorial system of recreation and tourism, with the main types of natural recreational resources and direction for their classification, with the main principles and revenues, as well as the methodological and methodical foundations of studying natural resources and recreational conditions and resources in Bulgaria. The essence, features and classification of anthropogenic tourism resources, their role in the modern geographical distribution of tourism, the main types of tourism related to anthropogenic tourism resources, and also to those of Bulgaria are examined. The aim of the course is to satisfy the great need for knowledge about resort-tourist (recreational) resources. It is aimed at teaching students to act actively in this field. They will receive the necessary information about natural and anthropogenic tourism resources, evaluation methods 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 climatic factors. Atmospheric processes. Solar radiation. Physicogeographical conditions. Physiological basis of medical climatology. Methods for studying and evaluating climate and weather in resorts. General climatic characteristics of the country and its physiological zoning. Influence of meteorological factors on the human organism. Ancient complex (solar radiation). Thermally active complex. Aerochemically active complex. Aeroelectric operating complex. Influence of different climate-geographic zones on physiological functions. Climatic features of our mountains and their impact on the human body. Climatic zones peculiar to Bulgaria. Use of the climate for curative and prophylactic purposes. Preventive and curative procedures. Aerotherapy. Sunbath. Organization of rational sea prevention in seaside resorts. Nature of maritime prevention and its organizational status. Some bioclimatic requirements of rational marine prevention. Material and technical base of medical tourism in resort complexes. Requirements for the modern balneoclimatic center. Healing beach. Climate base in mountain resorts. Preventive health center in sports complexes. Marine balneology. Seawater chemistry. Hydrochemical and physical features of the Black Sea. On the balneological qualities of sea water, use of sea prevention and sea therapy. Sea balneotherapy. Sea bathing. Warm sea baths. Gas hot sea baths. Algotherapy. Seawater inhalations. Drinking sea water. Lugotherapy. Sand treatment. Mud treatment. Physiological effect of healing mud. Application of the healing mud. Rap baths. Balneology and balneotherapy. Development of balneology and balneotherapy. Hydrological foundations of balneology. Nature and ingredients of mineral water. Theories about the origin of mineral waters. Classifications of mineral waters. Balnetechnique of mineral waters. Balneotherapy and its essence. Methods of using mineral waters in Bulgaria. Healing possibilities of Bulgarian mineral waters. Specialization of balneological resorts. Ecological (educational tourism). Nature 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 nature-friendly forms of tourism, eco-trails, etc. Nature and features of the organization of rural tourism. Historical overview of the development of rural tourism in Western European countries, members of the EC. 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. Peculiarities of the organization and management of rural tourism. The role of different entities of management 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 - condition, problems, concepts.

Teaching and assessment:

Course hours per week: 31 + 1s

Exam type: written

The training in the academic discipline is carried out in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment, are taken into consideration. The results achieved by the set assignments and tests are of major importance.

CONSERVATION FOR NATURE PROTECTION

ECTS credits: 6

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Ilinka Terziyska

Annotation:

Biological diversity represents a serious resource for the development of tourism. Its preservation is the basis of the realization 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 general human wealth and property and as a specific form of nature conservation, contributing to the development of culture and science and to the well-being of society. In addition, the preservation of biological diversity, both at the species level and at the habitat level, is also essential for the realization of the concept of sustainable tourism. The aim of the course is to acquire basic knowledge about the nature and importance of biological diversity as a resource for the development of tourism.

Course content:

Origin, 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 protection. Nature parks - organization of recreation and protection of nature. Nature reserves – oases of wild and untouched nature. International cooperation for the protection of biological diversity and protected areas. National and nature parks and reserves in Bulgaria. Beginning of the organized nature protection movement in Bulgaria and creation of the network of protected areas in our country. Current state of the network of national and natural parks and reserves in Bulgaria. National ecological network in Bulgaria. Protected areas in Bulgaria. Announcement and changes to Protected Areas. Management plans and development plans and projects. Protection of plant, animal and mushroom species. General. Protected plant and animal species. Regulated use of protected plant and animal species. Prohibited methods, devices and means of capture and killing. Conservation 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 re-introduction of native animal and plant species into nature. Trade in endangered species of wild flora and fauna. General. Transfer across the border of the Republic of Bulgaria. Customs supervision and control. Registration. Trade in the territory of the Republic of Bulgaria. Disposition of specimens seized for the benefit of the state. Preservation of ancient and notable trees. Authorities for control and management of biological diversity. Coercive administrative measures and administrative-penal provisions.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment, are taken into consideration. The results achieved by the set assignments and tests are of major importance.

INTERNATIONAL TOURISM ORGANIZATIONS AND PARTNERSHIP

ECTS credits: 6

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Senior Asst. Prof. Dr. Sofia Mirchova

Annotation:

The course is oriented towards the training of students who wish to work in national tourism administrations, branch organizations and international tourism organizations in general. The aim is for students to: (i) acquire theoretical knowledge and practical information about the objectives, functions and structure of existing international tourism organizations; (ii) to know the advantages and obligations of membership in the relevant

Course hours per week: 41 + 0s

Exam type: written

Course hours per week: 31 + 1s

Exam type: written

international tourism organizations of national tourism administrations, branch tourism organizations and individual tourism enterprises; (iii) be able to identify the policies pursued by different types of international tourism organizations; (iv) to know and be able to use the main types of information services and materials provided by international tourist organizations.

Course content:

Specifics of organizations. State structures in tourism. Business structures in tourism. Non-profit structures in tourism. Tourist organizations in Bulgaria. Personnel management in tourist associations. Communication with participants in tourist associations. Nature and types of international tourist organizations. Regional tourism organizations. National tourist organizations. Local tourism organizations. Non-governmental tourism organizations. International tourist organizations in Europe. International tourism organizations in Asia. International tourism organizations in South America.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

DIGITAL MARKETING

ECTS credits: 6

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Dinka Zlateva

Annotation:

The course examines the main marketing tools in a digital environment, their essence and their specific application in economic practice are revealed. The main tasks that should be solved during the implementation of the curriculum are: obtaining knowledge about the basics of digital marketing and its main aspects for differentiation in the online environment; development of an accurate and reliable idea of the possibilities offered by digital marketing for access to target audiences. The aim of the course is to provide fundamental and specialized knowledge in the field of digital marketing, promoting creativity and fostering innovative thinking, with the necessary preparation to deal with 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 benefit of AI for business. AI as part of marketing. Introduction to Digital Marketing. Mass marketing and marketing strategies. Defining the customer network and identifying the 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. Digital Marketing Strategy Algorithm. Situational analysis. Goal setting. The place of marketing objectives in company business objectives. Defining 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 Analytics. 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 the transmission of advertising content. Creating an effective digital experience. Approaches to creating an effective user experience. Website design and redesign planning. Content Marketing Platforms. Consumer behavior in a digital environment. Nature of consumer behavior in a digital environment. eCRM. Creating user engagement. User Lifecycle Management. Personalized product offerings in digital marketing. Targeted marketing. Retargeting and delivering impressive ads. Social media marketing. Social media marketing process. Creating your own presence. Creating communities in social networks. Marketing communications on Facebook, Instagram, LinkedIn, Twitter.

Teaching and assessment:

Course hours per week: 3l + 1s

Exam type: written

The training in the academic discipline is carried out in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

RELIGIOUS TOURISM

ECTS credits: 6

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Teodora Kiryakova

Annotation:

Tourism on a global scale presupposes the knowledge of the main aspects of culture on a national and international level, with the aim of realizing the non-transitory general human content, intellectual meaning and value system. The broad outlook and knowledge of each tourism specialist must inevitably include the knowledge of the religious cultural heritage, as well as other more specific aspects of their management of religious-pilgrimage places and motives. Understood in a broad sense, religion is inevitably the scope of specific practices, some of which are present only in the material cultural heritage, and others constitute part of the intangible heritage, representing an interesting anthropogenic tourist resource. The proposed elective covers core topics and focuses on traditional forms of religious tourism (in the context of Eastern Orthodoxy), but also 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 holy 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 holy 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 current regulatory framework for the cultural heritage of sites with religious cultural-historical value. Organization and management of museum institutions in Bulgaria with religious value. The holy monasteries - masterpieces of architecture and art.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

EDUCATIONAL TOURISM

ECTS credits: 6

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Dr. Maria Stankova

Annotation:

The course engages the students with the main function of tourism, manifested against the background of the practice of the various forms and types, namely the educational and the 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. In the course of time, people's movements are gradually distinguished by their nature, depending on the pursued goals and motivation. The cognitive element of accompanying, imposes itself as a leader for a large part of the trips. On the international tourist market, Bulgaria is positioned as a country whose natural and cultural wealth make it an extremely interesting and attractive tourist destination. Therefore, the knowledge of cultural phenomena, museum networks and natural

Course hours per week: 3l + 1s

Exam type: written

Course hours per week: 3l + 1s

Exam type: written

features and their correct assimilation in tourism are important for the future professional realization of tourism students. The aim of the course is to enrich the 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 getting to know and using the resource potential for the purposes and needs of domestic and international tourism.

Course content:

World cultural and historical heritage: phenomena, styles, periods. Legacy of Antiquity. The cultural heritage of the Middle Ages. The 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's cultural, historical and natural heritage. Museums and museum networks. Origin and historical development of museums. Museum work in Bulgaria. Contemporary development of museums. World famous museums and galleries. Interpretation of the natural and cultural heritage.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

ETHNOLOGICAL TOURISM

ECTS credits: 6

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Ilinka Terziyska

Annotation:

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

Course content:

Ethnotourism Resources. Stakeholders in ethnotourism. Good practices. Traditional construction. Good practices. Traditional cuisine. Traditional crafts. Good practices. Research Methods in Ethnotourism. Good practices.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

WINE TOURISM

ECTS credits: 6

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Ilinka Terziyska

Annotation:

The course aims to familiarize students with the main characteristics of wine tourism. Top global destinations and best practices are reviewed. Attention has been paid to the possibilities 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 hours per week: 3l + 1s

Exam type: written

Course hours per week: 3l + 1s

Exam type: written

Course content:

Definition, history and recent trends in wine tourism. Winemaking as cultural heritage. World destinations for wine tourism. Main types of wines. Local grape varieties in Bulgaria. Viticulture and wine regions in Bulgaria. Wine tasting - basic principles. Wine tours - classification and trends. A typology of wine tourists. Good practices. Critical success factors.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

EVENT DESIGN AND PLANNING

ECTS credits: 5**Form of assessment:** progress assessment and exam**Semester: 3****Methodological guidance:**

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Ilinka Terziyska**Annotation:**

The course is designed to provide students and professionals in the field of event management with the necessary knowledge and skills to successfully plan, organize, and execute various events - from corporate meetings and conferences to exhibitions and cultural festivals. The goal of the course is to develop participants' abilities for effective planning and organizing of different types of events. Upon completion of the course, participants should be able to create and implement innovative and successful events that meet the needs and preferences of the target audience.

Course content:

Introduction to Event Management: Basic Concepts, Planning Phases, and Steps for Successful Event Organization. Identifying the Target Audience: Audience Analysis and Determining Their Needs and Preferences. Choosing the Right Venue and Date: Criteria for Selecting the Appropriate Location and Setting the Event Date. Budgeting and Financial Management: Establishing a Budget, Controlling Expenses and Revenues, Forecasting Financial Risks. Designing the Scenario and Program: Creating a Detailed Program for the Event, Including Schedules and Timelines. Marketing and Event Sales: Developing Marketing, Advertising, and Event Sales Strategies. Event Design: Visual and Atmospheric Design of Spaces, Decorations, and Arrangements. Communication and PR: Planning Communication Strategies and Interacting with the Media and the Public. Technical Equipment and Sound Systems: Understanding the Basics of Sound and Lighting Equipment Important for Successful Event Execution. Risk and Crisis Management: Developing Risk Management Plans and Strategies for Rapid Response to Unforeseen Circumstances. Hospitality and Customer Service: Training Staff to Provide High-Quality Service During the Event. Sustainability and Ethics in Event Management: Exploring Ethical and Sustainable Practices in Event Planning and Organization. Sponsorship and Partnerships: Establishing Mutually Beneficial Relationships with Sponsors and Event Partners. Team Management and Coordination: Organizing an Effective Team and Managing Different Aspects of the Event. Evaluation and Success Analysis: Methods for Measuring Event Success and Analyzing Results.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

STRATEGIC EVENT MARKETING

ECTS credits: 5**Form of assessment:** progress assessment and exam**Semester: 3****Methodological guidance:**

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Teodora Kiryakova**Annotation:****Course hours per week: 3l + 0s****Exam type:** written

The lecture course focuses on the processes of strategic event management in tourism. The course aims to provide a comprehensive set of knowledge and skills for applying strategic marketing techniques, such as activities related to branding, services, or products within the scope of events or experiences. Special attention is paid to the possibility of conducting such events in person or virtually. In addition to addressing marketing techniques, the course specifically examines various strategies for specific events within different forms of tourism, with varying scope, attendance, and sustainability. The course presents students with specific strategies that have gained popularity and effectiveness in marketing tourism events.

Course content:

Introduction to Event Marketing: Significance, Development, Perspectives, and Elements of Event Marketing in Tourism. Key Tasks in Strategic Tourism Event Marketing. Types of Event Marketing in Tourism Enterprises, Strategic Event Marketing Management Process, Strategic Event Marketing Plan in Tourism, Choosing a Communication Strategy for Tourism Event Websites, Email Marketing for Tourism Events, Social Media Email Marketing, Paid Digital Advertising, Return on Investment (ROI) for Event Investments, Event Marketing Technology through Software, Online Marketing for International Tourism Events, B2B (Business-to-Business) Event Marketing, Effectiveness of Event Marketing Strategies in Tourism. Specialized Management of Strategic Marketing through New Communication Models.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

VISITOR MANAGEMENT

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Gergana Angelova

Annotation:

Students are introduced to contemporary practical approaches and tools for managing visitors in tourist destinations. During the course, they receive information about the primary and supplementary activities related to the dual management of visitors and the tourist destination. They become familiar with the social and political dimensions of visitor management, as well as the standards in this management to achieve sustainability. Students gain knowledge of the specifics of visitor management in protected areas, national parks, and museums, with a strong emphasis on interpreting cultural heritage. The aim of the course is for students to acquire knowledge of specific approaches and tools for visitor management and the skills to simultaneously manage tourist flows and the tourist destination, ensuring quality service, satisfaction, and the intention for future return visits.

Course content:

Introduction to Visitor Management in Tourist Destinations. Destination Management and Visitor Management. Managing Visitor Experiences at Tourist Attractions. Social and Political Dimensions of Visitor Management. Standards in Visitor Management for Achieving Cultural Heritage Sustainability. Service Quality Management, Visitor Satisfaction, and Future Intentions. Visitor Management in Protected Areas. Visitor Monitoring in National Parks. Tourist Behavior, Vandalism, and Stakeholder Reactions. Augmented Reality for Visitor Experiences in Museums. Interpretation Techniques at Visitor Attractions: Operationalization of Guided Tours in Museums. Heritage Interpretation as a Tool for Film Tourism Management. Learning Theories and Their Application in Interpretation. The Role of Interpretation in Visitor Management. Challenges in Visitor Management in Tourism.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

EVENT CRISIS MANAGEMENT

ECTS credits: 5

Course hours per week: 31 + 0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Senior Asst. Prof. Dr. Ruska Bozhkova

Annotation:

The course aims to introduce students to the essence and characteristics of crisis management during micro and macro events. Event crisis management is an integral part of the organization and successful implementation of various events, especially in today's dynamic times with strong elements of interculturalism, digitalization, and the use of smart devices and robots. Students will gain knowledge of the nature of crises, the best ways to manage situations with minimal material and especially human losses, pre-crisis preparation, organizing a crisis response team, and evaluating the post-crisis situation. The goals are for students to acquire basic knowledge, key competencies, and practical skills based on the provided material, and above all, to understand the essence of event crisis management, the technology of dealing with crises during micro and macro events. This foundation allows students to gain a set of specific knowledge related to types of crises and the crisis management plan before, during, and after the crisis.

Course content:

Definition and Characteristics of Event Tourism. What Crisis Means in Event Tourism. Significance of Crisis Management in Event Tourism. Types of Crises in Event Tourism. The Importance of Crisis Management. Specifics in Event Tourism. Organization of Crisis Management Teams During Tourism Events. Pre-Crisis Management Plan for Tourism Events. Crisis Management Plan for Tourism Events During the Crisis. Crisis Management Plan for Tourism Events After the Crisis. Strategic Thinking and Crisis Management. Psychology of Managers and Teams. Training, Qualifications, and Qualities. Innovations in Crisis Management in Event Tourism. Virtual Crisis Management in Event Tourism.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

CORPORATE EVENT MANAGEMENT

ECTS credits: 5

Course hours per week: 3l + 0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Senior Asst. Prof. Dr. Ivanka Vasenska

Annotation:

The lecture course covers the theoretical and practical application of management, event organization technology, and the specifics of corporate events. The training course is designed to stimulate the creativity and analytical thinking of students in creating, organizing, and managing a sample corporate event. Each student's project will undergo critical analysis by their peers. Discussions on current topics are planned, allowing students to present their viewpoints on the discussed cases. The aim of the course is to familiarize students with the fundamental knowledge and skills for organizing and managing event processes influenced by contemporary trends resulting from the development of the tourism industry in the era of digitization.

Course content:

What is corporate event management? Types of corporate events. Responsibilities of the corporate event manager. Objectives of the corporate event. Event planning and strategies. Components of the event budget. Creating an event budget. Event management. On-site management, delegation and execution, logistics, and operations. Follow-up actions after the event. Digital transformation and innovations in corporate events. Achieving customer satisfaction. Assessment of the economic impact of events. Risk management for meetings, exhibitions, events, and conventions. Marketing of meetings, exhibitions, events, and conventions. Evolution of corporate events and how they can be used to successfully drive business growth. Cleaning and waste disposal after the event. Security at corporate events. Corporate events and corporate social responsibility. Business project or Corporate project or Applied business project.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

FESTIVAL MANAGEMENT

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Ilinka Terziyska

Annotation:

The course is designed to provide students and professionals in the field of event management with the necessary knowledge and skills for effectively planning, organizing, and managing a variety of festivals - from music and cultural to food and sports events. Participants will learn how to create unforgettable experiences for visitors and manage all aspects of a successful festival. The main goal of the course is to develop participants' skills in effectively managing festivals - from concept and planning to execution and evaluation of success. Upon completing the course, participants will be able to design, coordinate, and implement different types of festivals that align with their audience's goals and interests.

Course content:

Introduction to Festival Management: The Role and Importance of Festivals in the Cultural and Event Industry. Identifying the Target Audience: Analyzing the target audience and determining visitor profiles. Concept and Theme Selection: Defining the concept and theme of the festival to make it unique. Budgeting and Financial Management: Establishing a budget, allocating expenses and revenue, and managing financial aspects. Location and Logistics: Selecting a suitable venue for the festival and organizing all logistical aspects. Program and Schedule: Planning the festival program, including scheduling and event chronology. Marketing and Sales: Developing marketing strategies and ticket and service sales for the festival. Stage and Visual Design: Creating stage design and visual elements that align with the festival's theme. Sponsorship and Partnerships: Attracting sponsors and partners for support and funding of the festival. Technical and Technological Aspects: Using modern technologies and equipment to enhance the audio and video elements of the festival. Communication and PR: Planning communication strategies and interacting with the media and the public. Safety and Risk Management: Developing plans to ensure safety and manage potential risks. Sustainability and Environmental Practices: Considering sustainable and environmental aspects in festival organization. Ethics and Responsibility: Addressing ethical issues in festival management and relationships with participants and partners. Success Evaluation: Methods for measuring success and visitor satisfaction at the festival.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

SPORTS EVENT MANAGEMENT

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Senior Asst. Prof. Dr. Sofia Mirchova

Annotation:

Students are introduced to the technology of organizing sports events for the needs of tourism. This course covers the technology of organizing and managing such events according to various types of sports and recreational activities that people engage in during their leisure time. It acquaints students with sports marketing, its technology, and its components, as well as the possibilities for the development of new forms of recreational activities, such as corporate games, adventure games, and more. The aim of this academic discipline is for

Course hours per week: 31 + 0s

Exam type: written

students to acquire knowledge in the field, including the organization of sports events and their impact on tourism, the importance of sports marketing, and its components.

Course content:

Entertainment Activities for Adults: Types, Benefits, and Examples. Entertainment Activities. Multimedia Activities, Multimedia Presentation. Leisure and Free Time: Activities and Programs. Organizing Sports and Recreational Activities. Definition, Types, and Examples of Sports Marketing. Business Case: Risk Management at the Olympics. Physical, Social, and Emotional Benefits of Participating in Sports. Components of the Event Marketing Triangle. Non-traditional Sports and Activities: Uses and Examples. Adventure Activities: Planning and Safety. Cooperative Games and Group Challenges.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

DESIGNING ENTERPRENEURIAL ECOSYSTEMS (DEVELOPING PRACTICAL PROJECTS)

ECTS credits: 5

Course hours per week: 31 + 0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 3

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Dr. Maria Stankova

Annotation:

The course is designed to introduce students to the fundamental elements of "ethical entrepreneurship" and direct their attention towards the possibilities of creating and managing sustainable and innovative entrepreneurial initiatives. The teaching is linked to clarifying basic conceptual provisions related to the definition and components of entrepreneurial ecosystems, the importance of sustainable entrepreneurship in ecosystem development, key stakeholders, and their roles in the tourism ecosystem, and more. Special attention is paid to the regulatory challenges and opportunities in sustainable ecosystems. The course, as a whole, covers theoretical frameworks, practical cases, and hands-on activities to provide students with the necessary knowledge and skills to contribute to the development of sustainable entrepreneurial ecosystems.

Course content:

Sustainability in Entrepreneurship. Introduction to Entrepreneurial Ecosystems. Building Blocks of Ecosystems. Political and Regulatory Frameworks. Measuring Social and Environmental Impact. Collaboration and Network Development. Sustainable Entrepreneurial Thinking. Case Studies from Successful Sustainable Ecosystems. Entrepreneurial Ecosystems in Specific Contexts. Creating and Implementing Strategies for Sustainable Ecosystems. Project to Illustrate Approaches Aimed at Improving Local Entrepreneurial Ecosystems. Project on Examining Environmental Factors' Impact on Entrepreneurial Success. Project on Studying Entrepreneurship Models for SMEs in a Selected Tourist Destination.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures. The discipline ends with an exam. Priority in the training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

FINANCIAL MANAGEMENT OF EVENTS

ECTS credits: 4

Course hours per week: 41 + 0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Gergana Angelova

Annotation:

The course aims to familiarize students with the nature and scope of event management with a focus on the financial management of events and festivals, which are a very common prerequisite for organizing and

implementing a tourist trip. This implies that tourism professionals with university education should possess basic knowledge and skills in this field. The goal of the course is to acquaint students with the specifics, requirements, and standards for organizing and conducting events, as well as with the financial justification and budgeting of this initiative.

Course content:

Nature and Scope of Event Management. Key Variables. Typology and Impact of Events. Event Concept and Plan. The Need for the Event, Concept Development, Stakeholders, and Planning Processes. Resource Organization. Location, Physical Resources and Services, Financial Resources, Marketing Resources. Catering: Food and Beverages. Identifying Food and Beverage Needs. Choosing a Catering Supplier. Transportation Management. Identifying Visitor Transportation Needs. Selecting Transportation Service Providers. Event Promotion. Marketing Strategy. Target Marketing. Marketing Mix. Promoting Private and Public Events. Creating an Event Business Plan - Vision, Goal, and Benefits; Sustainability and Financial Resources. Risk Management. Planning for the Unexpected. Risk Identification Analysis and Tools. Legal Matters and Insurance. Event Security. Budget and Financial Management. Event Implementation. Planning the Event Before Setting the Date. Actions After the Event. Organizing and Hosting Tourism Exhibitions. Main Participant Requirements. Booth Placement and Promotional Materials. Organizing and Hosting Conferences and Seminars. Venue and Equipment Requirements. Delegate Requirements. Creating a Work and Cultural Program. Organizing and Hosting Environmental Events - Choosing the Right Time and Place; Theme and Core Message; Target Groups. Organizing and Hosting Festivals - Choosing the Right Time and Place; Theme and Core Message; Participants and Target Audiences.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

MICE TOURISM

ECTS credits: 3

Form of assessment: progress assessment and exam

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Senior Asst. Prof. Dr. Lyubomira Pinelova

Annotation:

The course is aimed at understanding and managing events in the field of corporate and business tourism. This type of tourism includes events such as conferences, seminars, incentive programs, exhibitions, and meetings that are of paramount importance for the business environment and knowledge exchange. The course on MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism is a valuable resource for students who want to work or specialize in the field of corporate tourism and event management. MICE tourism plays an extremely important role in stimulating economic growth and building business relationships. The aim of the course is to provide students with the knowledge and skills necessary for the successful planning, organization, and management of MICE events. Students will be prepared to address the specific challenges of corporate tourism and create valuable and cost-effective events for the business community. The course will develop their ability to create and organize events that not only meet business objectives but also provide memorable and valuable experiences for participants.

Course content:

Introduction to MICE Tourism: Basic Concepts and Characteristics. Corporate Events: Organization and Management of Conferences and Seminars. Exhibitions: Planning and Marketing of Business Exhibitions. Incentive Programs: Importance and Methods for Motivating Employees and Clients. Meetings and Forums Organization: The Planning and Coordination Process. Venue Management: Selecting Suitable Locations for Events. Financial Planning: Budgeting and Financial Control of MICE Events. Marketing and Advertising: Conducting MICE Events through Marketing Strategies. Technology and Innovations: Using Modern Technologies in MICE Tourism. Participants and Delegates: Managing Registrations and Participant Care. Food and Catering: Organizing Catering Services During Events. Logistics and Transportation: Planning Transportation and Participant Hospitality. Sustainability in MICE Tourism: Eco-friendly Approaches and Social Responsibility. Crisis Management: Preparedness for Emergency Situations During Events. The Future of MICE Tourism: Trends and Challenges for the Industry.

Teaching and assessment:

Course hours per week: 3l + 0s

Exam type: written

The training in the academic discipline is carried out in the form of lectures. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

LOGISTICS AND COMMUNICATION IN EVENT

ECTS credits: 4

Form of assessment: progress assessment and exam

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Dr. Maria Stankova

Annotation:

The academic course “Logistics and Communication at events” is a compulsory course in the second semester of the MSc *Event Management programme* and focuses on logistics processes, because logistics is precisely what ensures that everything in the value chain works as it should.

At the same time, special attention is paid to the interrelationship between *logistics* and *communication*, because services in tourism must be delivered on time and with high quality, and agreements must be kept. Communications play an additional role in the management of logistics activities in tourism. The processes of exchange of goods and tourist flow, as well as the exchange of information, must also run smoothly. For this reason, the course pays special attention to the importance of the overarching processes in event management. A prerequisite for optimal work in the discipline is to handle the theory of logistics, but also to become familiar with good communication practices in the management of specific events of different types of tourism.

Course content:

Introduction to logistics theory. Significance, development, perspectives and elements of event logistics in tourism. Main tasks in strategic logistics management of events. Types of event logistics operations. Communication and communication management of events. Planning of logistical actions in tourism events. Selection of communication strategy in specialized tourism events. Communication at macro level in events. Micro level communication in tourism events. Communication through social media at events. Paid communication at events. Logistics service providers at tourism events. Profiled event logistics management through new communication models.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

CORPORATE CULTURE

ECTS credits: 4

Form of assessment: progress assessment and exam

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Senior Asst. Prof. Dr. Ivanka Vasenska

Annotation:

The lecture course covers the theoretical and practical application of organizational and corporate culture, as well as service culture in the field of tourism. During seminar exercises, students are encouraged to develop their creativity and analytical thinking when studying and assessing the role of corporate culture in tourism enterprises, with the aim of developing a project and engaging in overall discussion. Discussions on current topics are planned, allowing students to present their viewpoints on the discussed cases. The objective of this academic discipline is to provide students with fundamental knowledge and skills for organizing and managing processes related to the formation and implementation of corporate culture within a given tourism enterprise.

Course content:

Corporate culture, in the context of the digital and behavioral economy. Organizations, companies, corporations. Models for corporate culture. Culture and strategy. What is leadership? The role of corporate culture on product performance and quality. Customer satisfaction and its relationship with profit. Corporate culture as company

Course hours per week: 3l + 1s

Exam type: written

Course hours per week: 3l + 1s

Exam type: written

reputation. Identity and corporate image. Corporate sustainability. Corporate social responsibility. Motivation. Using Marketing 4.0 tools for e-marketing as communication management in Tourism 4.0. ICT Implementation for the Needs of Small Owner-Managed Tourism Firms: An Organizational Decision-Making and Leadership Perspective. A culture of change and development. Applications of artificial intelligence and computer languages in decision-making. An ethical framework: opportunities, risks, principles and recommendations. Crises, upheavals and economic, social and health risks.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

SOCIAL MEDIA MARKETING

ECTS credits: 4

Form of assessment: progress assessment and exam

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Senior Asst. Prof. Dr. Ruska Bozhkova

Annotation:

The course aims to introduce students to the nature and characteristics of social media marketing - social networks, microblogs, video sites, blogs and social bookmarking sites. Knowing and using social media well is one of the new rules in tourism marketing. Students will gain knowledge about how through social media they can achieve high traffic to their company website, create interest in their brand, collect feedback from their customers, use a marketing strategy to reach their buyers directly and create their own media brand.

Course content:

Essence of Social Media Marketing. Types of social media. Strategic marketing and social media. Methodological issues. The characteristics of social media marketing - social networks. The characteristic of social media marketing - microblogging. The characteristic of social media marketing - video sites. The Characteristics of Social Media Marketing - Blogs and Social Bookmarking Sites. Social media monitoring tools (Hootsuite, Keyhole, and Sprout Social). Content Communities. Customer care through social media. Analysis of the legal framework for the country/region. Increasing feedback mechanisms in tourism.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

MICRO EVENT DESIGN

ECTS credits: 4

Form of assessment: progress assessment and exam

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Ilinka Terziyska

Annotation:

The course is designed to provide students and professionals in the field of event management with the necessary knowledge and skills to successfully plan, organize and visualize a variety of events - from corporate meetings and conferences to exhibitions and cultural festivals. The aim of the course is to develop the skills of the participants for effective planning and organizing of various types of events. After completing the course, participants should be able to create and implement innovative and successful events that meet the needs and preferences of the target audience.

Course content:

Introduction to Event Management: Basic concepts, planning phases and steps to successfully organize events. Target audience identification: Analyzing the audience and determining their needs and preferences. Choosing a suitable place and date: Criteria for choosing the suitable location and determining the date of the event.

Course hours per week: 3l + 1s

Exam type: written

Course hours per week: 3l + 1s

Exam type: written

Budgeting and financial management: Setting a budget, controlling expenses and income, predicting financial risks. Script and program design: Create a detailed program for the event, including a schedule and chronology. Event Marketing and Sales: Developing event marketing, advertising and sales strategies. Event design: Visual and atmospheric layout of the spaces, decorations and arrangements. Communication and PR: Planning communication strategies and interacting with the media and the public. Technical equipment and sound engineering: Understanding the fundamentals of sound and lighting techniques that are important to the successful running of events. Risk and crisis management: Developing risk management plans and strategies for rapid response to unforeseen circumstances. Hospitality and customer service: Staff training for high quality service during the event. Sustainability and ethics in event management: Exploring ethical and sustainable practices in event planning and organization. Sponsorship and Partnerships: Develop mutually beneficial relationships with event sponsors and partners. Team Management and Coordination: Organizing an effective team and managing the various aspects of the event. Evaluation and analysis of success: Methods for measuring the success of events and analyzing the results.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

APPLIED MARKETING RESEARCH (DEVELOPING A PRACTICAL PROJECT)

ECTS credits: 4

Form of assessment: progress assessment and exam

Semester: 4

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Ilinka Terziyska

Annotation:

The discipline has a strong practical focus and emphasizes conducting marketing research in the hotel and restaurant industry. Its goal is to develop an understanding of the fundamental methods and steps involved in empirical research, including the analysis and presentation of results. The objective of the discipline is to acquire the skills needed to conduct marketing research in the field of hotel management and restaurant operations.

Course content:

Introduction to Marketing Research in Tourism: Basic concepts, role, and importance of marketing research for the tourism business. Survey Design: Planning marketing research, setting objectives, and selecting appropriate methods and techniques. Data Collection: Choosing data collection methods - surveys, interviews, observations, and others. Data Analysis: Processing and interpreting collected data using statistical tools and software. Market Segmentation and Target Audience: Identifying the needs of different market segments and defining the target audience. Applying various methods and techniques for analyzing the tourism market - SWOT analysis, PESTEL analysis, competitive analysis, and more. Determining Competitive Advantages: Studying the competitive environment and identifying the competitive advantages of tourism products and services. Consumer Behaviors and Preferences: Studying tourist behavior, motivations, and preferences. Marketing Segments and Trends: Analyzing various marketing segments and current trends in the tourism industry. Internet and Social Media in Marketing Research: Using online platforms and social networks for data collection and analysis of the tourism market. Market Positioning and Branding: Analyzing the market position of tourism brands and developing branding strategies. Marketing Communications and Advertising: Evaluating the effectiveness of marketing communications and advertising campaigns. Customer Satisfaction and Loyalty: Measuring customer satisfaction and developing strategies to increase customer loyalty. Forecasting Trends and Changes: Using marketing research to forecast future trends and adapt strategies. Ethics and Responsibility in Marketing Research: Examining the ethical aspects of data collection and use in marketing research.

Teaching and assessment:

The training in the academic discipline is carried out in the form of lectures and seminars. The discipline ends with an exam. Priority in training is practical and independent work of students. The knowledge, skills and competence during the lectures and in the progress assessment are taken into consideration. The results achieved by the set assignments and tests are of major importance.

Course hours per week: 3l + 1s

Exam type: written