



## **SOUTH-WEST UNIVERSITY “NEOFIT RILSKI”**

*Blagoevgrad 2700, 66 Ivan Mihaylov Str.  
Tel. + 359 /73/ 88 55 01, Fax: +359/73/ 88 55 16*

*E-mail: [info@swu.bg](mailto:info@swu.bg)  
<http://www.swu.bg>*

### **DEPARTMENT OF TOURISM ECTS Information Package**

#### **Tourism Major Master Programme: Innovation and Entrepreneurship in tourism**

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 PROGRAM**

This Qualification Characteristics reflects the scope and level of professional knowledge and skills to be acquired by graduates of the Master's Degree Program in "ENTREPRENEURSHIP AND INNOVATION IN TOURISM" and the areas of their future professional development.

The organisation of the curriculum is in line with the requirements of the modern labour market and aims to prepare competitive, highly qualified specialists in the tourism industry.

The training for obtaining the professional qualification in "ENTREPRENEURSHIP AND INNOVATION IN TOURISM" in the educational and qualification Master's degree it is carried out in the professional field 3.9. Tourism. It is tailored to the specificities of the tourism industry and the challenges that entrepreneurial initiatives face on national, regional and international level.

Graduates of the Master's programme in "ENTREPRENEURSHIP AND INNOVATION IN TOURISM" acquire key managerial competences, skills and managerial competences in the practical implementation of different entrepreneurial approaches.

The focus is on mastering sustainable business models and entrepreneurial thinking, behaviour and qualities that facilitate the implementation of successful entrepreneurial initiatives.

##### **2. PURPOSE OF THE TRAINING:**

The aim of the training is to prepare professionals for professional expression in the field of entrepreneurship, possessing innovative spirit and initiative.

The Master's programme includes compulsory specialised training, elective and optional subjects studied by the trainees. On this basis, it is intended to prepare highly qualified, innovative and competitive specialists in the field of entrepreneurship, who meet the technological changes and requirements of business. For the purpose of training, professionals from the practice are also involved to impart their experience, skills and knowledge in the preparation of students.

Practical and applied projects are assigned in the course of training to contribute to the application of the acquired knowledge and skills in a practical environment.

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

###### **Knowledge**

The Master's program in "ENTREPRENEURSHIP AND INNOVATION IN TOURISM" provides knowledge to the understanding the nature of entrepreneurship, innovation, and innovation processes in tourism. Graduates of the Master's programme have knowledge of the main types of

innovation in the tourism industry in terms of their specific application and the impact they have on changing consumer habits. They can:

- explain the different types of main categories of innovation;
- explain and recreate the main functions of entrepreneurial activity in tourism;
- list and explain the nature of the different stages in the linear, cyclical and generalized innovation process;
- explain the nature of the main techniques of generation and selection of innovation ideas;
- present the content, orientation and purpose of different types of innovation strategies;
- explain the importance and scope of risk management in the processes of entrepreneurial activity and the implementation of innovation projects; the generation and selection of innovation ideas, the planning, organisation, control and monitoring of innovation processes, as well as the motivation of staff for their implementation;
- develop knowledge how to understand the processes of driving and managing organizational change, creating innovation and guiding creative and business processes.

### **Skills**

Specialists who have completed this Master's program possess the following skills:

Graduates of the master's program possess the following skills:

- to implement an independent entrepreneurial activity (including the functions of the overall management, planning, organization and control of their own tourist business), including by formulating the necessary strategic and operational goals and policies;
- to have the ability for independent analytical and critical thinking;
- to generate and/or lead the process of generating and selecting innovative ideas, both independently and as team leaders;
- to plan, organize and control business processes in their organizations;
- to take into account the relevant level of risk to plan, organize and carry out monitoring and control activities of innovation processes/innovation projects;
- to develop marketing plans and marketing strategies of the business organization in which they work or which they lead;
- to carry out marketing research and consumer opinion research independently or in a team or as a team leader;
- to maintain, monitor and, if necessary, carry out all business correspondence related to the activity of the relevant business organization in tourism;
- to carry out and, if necessary, fully manage the recruitment, selection, selection and training processes of the personnel in the tourist enterprise;
- to assist, monitor and control the processes of financial and accounting management of the tourist enterprise in which they work or which they manage.
- to apply the learned theoretical knowledge and shared practical experience to solve practical problems.
- to prepare thematic analyses, diagnostics of the environment of the organization and of the organization itself.
- to formulate goals and strategies, develop plans and carry out various types of control.
- to carry out effective communication.
- to plan and organize their own work effectively.
- to be able to use various sources of information and work with them independently.

### **Competences**

The characteristics of the competences to be acquired according to 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. Taken together, the competencies of the graduates in the Master's programme develop the following ones:

- to make independent decisions regarding the main strategic goals of the tourist enterprise in which they work, including regarding: the choice of the offered tourist products and services; recruitment and selection of personnel, target markets and main types of customers; the overall innovation policy, the desired and possible quality of tourist products and services, etc.;
- to have the capacity for correct and adequate selection of the offered tourist products and services according to the needs and wishes of the guests;

- to have the capacity to freely use a foreign language for the purposes of written communication and business correspondence in tourism;

- to build and develop versatile personal linguistic competence, allowing quick orientation in the dynamics of the lexical composition of the relevant language in the spheres of tourist and business terminology;

- to have the ability to independently develop and propose management solutions regarding the day-to-day business operations and activities of sustainable tourism development, as well as the implementation of occupational health and safety, social security and consumer protection legislation in accordance with the concept of sustainable development in the organization's activities;

- to be able to choose and apply the principles of business ethics and existing international, European and national legislation and regulation in the field of tourism in the internal rules and normative documents of tourist organizations;

- to have the ability to integrate into a team and to have the capacity to form and organize teams of people for work in the field of small and medium-sized businesses and for the implementation of innovative projects;

- to have the capacity to respond in an appropriate way to the needs of the users and to select the appropriate ways for their satisfaction in accordance with the products/services offered by the respective organization/firm;

- to have the capacity to coordinate the work of individual employees/departments/subdivisions in the relevant organization/company;

- to select and use the appropriate methods for carrying out quantitative and qualitative analysis and to have the capacity to apply modern methods for collecting and processing data for the needs of business organizations and public institutions in the field of tourism;

- to be able to propose and select suitable ideas for the development of new tourist products and/or individual new services and production technologies in the field of tourism;

- to be able to independently or in a team conduct research on the tourist markets or on the audiences of interested persons and users in the field of tourism.

#### **4. THE PROFESSIONAL PURPOSE OF THE SPECIALIST**

The graduates of the Master's program "ENTREPRENEURSHIP AND INNOVATION IN TOURISM" acquire qualifications that make them competitive on the labour market and guarantee them a successful career. Graduates also have successful careers as corporate and/or innovation managers, industrial entrepreneurs, consultants, technology intermediaries, government experts in ministries, departments, regional and municipal administrations, production directors, etc. The acquired knowledge and skills formed during the training are also a reliable basis for planning, organizing and managing own/innovative business.

#### **5. AREAS OF PROFESSIONAL REALIZATION**

Graduates of the Master's programme "ENTREPRENEURSHIP AND INNOVATION IN TOURISM" receive specialized training, allowing them to work according to the Alphabet of the National Classification of Occupations and Professions (2022 and 2023) as:

1120 / 7014 Deputy Director at an Enterprise; 1120 / 7015 Deputy Manager at a Cooperative enterprise; 1120/ 7016 Vice President of the Management Board/Board of Directors, Director of a Commercial Corporation; 1120 / 7017 Deputy Executive Director; 1120 / 7018 Chairman of the Board of directors / Management board/, Chairman of a commercial company; 1120 / 7019 Chairman of the Board of Supervisors, Chairman of a Commercial company; 1120/7020 Member of the Board of directors; 1120 / 7021 Member of the Management board; 1120 / 7022 Attorney / Commercial manager/; 1120 / 7023 Manager; 1213 / 5046 Project Manager; 1344 / 6006 Social Entrepreneur, Social Services Entrepreneur; 1411 / 3001 Head of a Hotel Department; 1411 / 3002 Manager of Hotel; 1411 / 3003 Manager of Motel; 1411 / 3004 Boarding House Manager; 1412 / 3001 Manager of a public catering establishment; 1412 / 3002 Manager of kiosk; 1412 / 3003 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 canteen; 1412/3008 Manager of food preparation and delivery (catering); 1412/3009 Manager of restaurant department; 1412/3010 Innkeeper; 1412 /3011 Owner of restaurant, restaurant keeper; 1431/3015 Manager of recreation establishment; 1439 / 3001 Manager of Community Services; 1439 / 3003 Manager of a camping; 1439 / 3004 Manager of a travel agency; 1439 / 3005 Manager of service bureau; 1439 / 3006 Manager of a lodge; 1439 / 6007 Manager of a department in

travel agencies; 1439 / 3008 Manager of contact center; 1439 / 3009 Manager of conference center; 1439 / 5012 Manager of a base unit; 1439 / 3014 Hut manager; 2421 / 6001 Business expert; 2421 / 6002 Expert for Business Development; 2421 / 6011 Organizer of Business Operations; 2421 / 6007 Business Consultant; 2421 / 6008 Management Consultant; 2421 / 6009 Analyst, Commercial Performance; 2421/5027 Project manager; 2421/5028 Expert, Sales; 2422 / 5040 Junior Expert; 2422 / 6041 Chief Expert; 2422 / 6046 Senior Expert; 2422 / 6084 Expert of economic management; 2422 / 5089 Researcher; 2431 / 6001 Analyst of Market Research; 2431 / 6002 Marketing Expert; 4221 / 3001 Consultant for passenger transport; 4221 / 3002 Organizer of passenger transport; 4221 / 3003 Travel organizer; 4221 / 5004 Specialist for tourism; 4221 / 2005 Employee for passenger tickets issuance; 4221 / 2006 Employee at a travel information; 4221 / 2007 Employee in a travel agency/bureau; 4221 / 2008 Reservations clerk; 4221 / 2009 Employee at a check-in counter, passenger and baggage check-in counter; 4224 / 2001 Receptionist in a hotel; 4224 / 3002 Administrator in a hotel;

The Qualification characteristics of the Master's Program "ENTREPRENEURSHIP AND INNOVATION IN TOURISM" for the educational qualification Master's degree with the professional qualification "MASTER IN ENTREPRENEURSHIP AND INNOVATION IN TOURISM" 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".

# CURRICULUM STRUCTURE

PROFESSIONAL FIELD: 3.9 TOURISM

MAJOR: TOURISM

EDUCATIONAL AND QUALIFICATION DEGREE: MASTER

MASTER PROGRAMME: INNOVATION AND ENTREPRENEURSHIP IN TOURISM

PROFESSIONAL QUALIFICATION: MASTER ON INNOVATION AND ENTREPRENEURSHIP IN  
TOURISM

FORM OF TRAINING: FULL-TIME AND PART-TIME

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

  

Second Year			
First Semester	ECTS Credits	Second Semester	ECTS Credits
1. Entrepreneurship in the tourism sector 2. Tourism Marketing Management 3. Tourism Innovation Management 4. Human resource management and organizational behavior 5. Elective discipline 6. Elective discipline	5.0 5.0 5.0 5.0 5.0 5.0	1. Startups in tourism 2. Financing of entrepreneurial in tourism 3. Elective discipline 4. Elective discipline  State exam or Master thesis	4.0 3.0 4.0 4.0  15.0
<b>Elective courses (students choose two courses)</b>		<b>Elective courses (students choose two courses)</b>	
1. Situation analysis (development of a practical project) 2. Development of a tourism product (development of a practical project) 3. Designing entrepreneurial ecosystems (development of a practical project) 4. Shared economy and tourism	5.0 5.0 5.0 5.0	1. Tourism supply chain management 2. Applied marketing research (development of a practical project) 3. Intellectual capital and intellectual property in tourism 4. Digitization in tourism 5. Social media marketing	4.0 4.0 4.0 4.0 4.0
	Total 30		Total 30

**TOTAL FOR THE TWO ACADEMIC YEARS: 120 CREDITS**

**Contact details:**

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

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

Contact number: +359 876 986 033

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

Facebook profile of the Department of Tourism -

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

**DESCRIPTION OF THE ACADEMIC COURSES****Major “Tourism”****Master programme: Innovation and Entrepreneurship in tourism****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 Mariya Stankova

**Course hours per week:** 41 + 0s

**Exam type:** written

**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

**Course hours per week: 3l + 1s**

**Exam type:** written

**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 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:** Chief Assist. Prof. Dr Lyubomira Pinelova

**Course hours per week: 3l + 1s**

**Exam type:** written

**Annotation:**

The changes in social and political life in Bulgaria that occurred after 1989 gave a new impetus to the development of tourism as an economic 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 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:** Chief Assist. Prof. Dr Sofiya Mirchova

**Course hours per week: 2l + 2s**

**Exam type:** written

**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 management, 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

**Course hours per week: 2l + 0s**

**Exam type:** written



**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:**

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:** Chief Assist. Prof. Dr Lyubomira Pinelova

**Course hours per week: 21 + 0s**

**Exam type:** written

**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**

**Course hours per week: 21 + 0s**

**Form of assessment:** progress assessment and exam

**Exam type:** written

**Semester:** 1

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** Chief Assist. 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 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

**Course hours per week:** 21 + 0s

**Form of assessment:** progress assessment and exam

**Exam type:** written

**Semester:** 1

**Methodological guidance:**

Department of Tourism

Faculty of Economics

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

**Annotation:**

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:**

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

**Course hours per week:** 21 + 0s

**Exam type:** written

**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 Mariya Stankova

**Course hours per week:** 31 + 1s

**Exam type:** written

**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 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:** Chief Assist. Prof. Dr Lyubomira Pinelova**Course hours per week: 31 + 1s****Exam type:** written**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. Sunbathe. 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. Algototherapy. Seawater inhalations. Drinking sea water. Lugotheory. 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:**

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

**Course hours per week: 4l + 0s**

**Exam type:** written

#### **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:** Chief Assist. Prof. Dr Sofiya Mirchova

**Course hours per week: 3l + 1s**

**Exam type:** written

**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 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

**Course hours per week: 3l + 1s**

**Exam type:** written

**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:**

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

**Course hours per week: 3l + 1s**

**Exam type:** written

**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 Mariya Stankova

**Course hours per week: 3l + 1s**

**Exam type:** written

**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 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

**Course hours per week: 3l + 1s**

**Exam type:** written

**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

**Course hours per week: 3l + 1s**

**Exam type:** written

**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 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.

## ENTREPRENEURSHIP IN THE TOURISM SECTOR

**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

**Course hours per week: 3l + 1s**

**Exam type:** written

**Annotation:**

The course has been designed to provide students and interested parties with the knowledge and skills to successfully start and manage a tourism business. Participants will learn about key aspects of tourism entrepreneurship and learn how to create innovative products and services that meet the needs of today's tourists. The main objective of the course is to develop the entrepreneurial skills of the participants and prepare them to successfully start and manage their own tourism business. After completing the course, participants should be able to develop innovative and sustainable tourism products, conduct market analysis and manage the various aspects of their business.

**Course content:**

Introduction to Tourism Entrepreneurship: The Role of Entrepreneurs in the Tourism Sector, Opportunities and Challenges. Business Idea Generation: Techniques for generating new ideas for tourism products and services. Market analysis and target audience: Identification of target audience and conducting market analysis. Business

planning and strategies: Creating a business plan, defining strategies for development and growth. Financial management and budgeting: Fundamentals of financial management, budgeting and income-expenditure analysis. Marketing and advertising: Development of marketing strategies, digital marketing and advertising in tourism. Quality Management and Customer Service: Fundamentals of customer service, quality management and customer satisfaction. Innovation and creativity: Development of innovative approaches and creative solutions in the tourism business. Legal and Regulatory Aspects: Understanding the legal and regulatory requirements for the tourism business. Sustainable entrepreneurship: Integrating sustainable practices and responsibility into the business model. Startup Funding: Exploring various funding sources for tourism startups. Risk Management: Identification and management of potential business risks. Tourism Trends and Forecasting: An examination of current trends and techniques for forecasting the development of the tourism sector. Ethics and Corporate Responsibility: Examining the Ethical Issues and Responsibility of Tourism Entrepreneurs. Business Presentation and Pitching: Techniques for effective business presentation and attracting investors.

**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 MARKETING 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 Teodora Kiryakova

**Course hours per week: 31 + 0s**

**Exam type:** written

**Annotation:**

The lecture course on the discipline has been developed as an upgrade course in accordance with the general objectives of the master's program with a focus on management processes. The curriculum includes a total of 45 lecture hours. Extracurricular employment in the course is 105 hours aimed at working on situations of a practical nature and in order to prepare for participation in discussions regarding the possibilities of marketing management in the context of new management practices. Emphasis is placed on both classic theoretical positions (elements of management, management and marketing cycle of the tourist enterprise, management decision-making) and some more specific positions from the theory of marketing management in specific branches of tourism.

**Course content:**

Introduction to Tourism Marketing Management. Importance, development, prospects and management elements of marketing in tourism. Basic tasks in tourism marketing management. Management and marketing cycle of the tourism enterprise. Tasks and bases for decision-making in the management cycle of tourism activity. Application of decision-making in the management cycle of tourism enterprises. Control in the management cycle. Information and communication in the management cycle of the tourist enterprise. Change Management. Concepts, tools and processes of change management and communication in the change process in the tourism enterprise. Tourism behavior in change and leadership tasks in change. Opportunity management and success factors in managing change in tourism. Initiate, design and implement change processes. Fundamentals of Conflict Management: Models of Conflict Resolution and the Conflict Discussion Process Model. Profiled marketing management by managing 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.

## **TOURISM INNOVATION MANAGEMENT**

**ECTS credits: 5**

**Form of assessment:** progress assessment and exam

**Semester: 3**

**Methodological guidance:**

Department of Tourism

**Course hours per week: 31 + 1s**

**Exam type:** written

Faculty of Economics

**Lecturer:** Chief Assist. Prof. Dr Viktoriya Kalaydzhieva

**Annotation:**

The lecture course „Tourism Innovation Management” is a fundamental discipline in the Master’s programme in *Innovation and Entrepreneurship in Tourism*. It provides a comprehensive knowledge of innovation in the hotel and restaurant industry, but also concerns the level of tourist destinations in the *smart hotel - smart destination* relation. As the attractiveness of any tourism product directly depends on its innovative potential, the main objective of this course is to provide basic knowledge and understanding of innovation and competitiveness. Additionally, innovation management is linked to the entrepreneurial potential of the tourism enterprise, therefore another main focus of the course is on the opportunities for entrepreneurial activity through innovation.

**Course content:**

Introduction to innovation in tourism. Significance, development, perspectives and elements of innovation management in tourism. Main tasks in innovation in the context of competitiveness of tourism enterprises. Tasks and main actions in introducing innovations in tourism. Application of decision making in the management cycle of tourism enterprises through the introduction of innovation. Marketing through innovation in tourism. Information and communication in innovation management. Innovation and change management. Concepts, tools and processes of innovation management in the tourism enterprise. Tourism innovation behaviour. Managing opportunities and success factors through innovation management in tourism. Initiating, designing and implementing change processes through innovation. Leadership through tourism innovation.

**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.

## HUMAN RESOURCE MANAGEMENT AND ORGANIZATIONAL BEHAVIOR

**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

**Course hours per week:** 3l + 0s

**Exam type:** written

**Annotation:**

Students are introduced to modern theories, practical approaches and tools for human resource management. In the learning process, they receive information about the development of theoretical thought about human capital and the mechanisms for full-value human resource management, about modern human resource management with value. The focus is on the four main management practices aimed at staff turnover, performance, labor and communications in the organization. Special emphasis is placed on issues related to motivation and mobility of human resources, talent selection and retention, and organizational behavior. Students learn about the role of management in developing and implementing human resource management systems, as well as the nature of the Human Resources department in an organization. The course is tailored to the planned timetable and allows to master the management practices related to this exceptional resource of any organization.

**Course content:**

Human capital theory and change in the conceptual apparatus. Essential differences between “human resources” and “personnel”; between “organization”, “firm” and “company”. Recognizability of the tourism organization and good practices for managing human resources in tourism and maintaining exceptional quality of the products and services offered. Structural and substantive characteristics of the organization. Organizational behavior – competence, motivation and job satisfaction. The Modern Practice of Talent Management. Specifics of teamwork. Comparison of the concepts of “group” and “team”. Group work and teamwork. Organization, conduct, goals and benefits of team building. Good practices for team building. Human resource management with value. Conditions for generating value in the tourism organization. The need and role of the Human Resources specialist in the organization. Main characteristics of those employed in tourism. Directions of movement of people in the tourist organization. Prerequisites for staff turnover. Recruitment and discovery of talented employees. Building competence and talent. Training and development of personnel in tourism. Good practices for training and development of new employees in the organization. Identifying talented employees. Categories of employees according to the matrix “Competence - Performance” (Laura Stack, 2010). Retaining talented employees.

Development of performance theory. Work evaluation methods. Essential Steps to Performance Management (D. Ulrich, W. Brockbank). Work standards - nature and types. Need to use performance standards. Importance of performance feedback. Basic means of obtaining feedback from employees in the organization. Creating an effective labor structure. Labor structuring models. Factors influencing the choice of labor structuring model. Creation of effectively working positions. Conditions for an attractive position. Techniques for gathering information to address the work of a relevant position in the organization. Work restructuring techniques. Details of the job description. Stress management approaches. Forms and stages of stress manifestation. The most common causes of stress at work. Nature and effectiveness of the communication process. Communication models of Shannon and Weaver and of D. Berlo. Principles of Business Communication - The 7 C's. Organizational hierarchy and communication flows within it. Informal communication channels in the organization. Communication strategy - essence, specificity and connection with the organization's business strategy. Written and oral forms of communication in human resource management. Managing organizational design and social responsibility. Nature and specificity of the interview. Types of interview. Interview with job candidates. Employee performance appraisal interview.

**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.

**SITUATION ANALYSIS  
(DEVELOPMENT OF A PRACTICAL PROJECT)**

**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

**Course hours per week: 31 + 0s**

**Exam type:** written

**Annotation:**

The main goal of the course is for students to build skills for implementing a practical project (independently in small groups) in the scope of innovation and entrepreneurship by acquiring situational analysis skills. The main task is to develop abilities for in-situ analysis and also related social skills, to apply the techniques of teamwork and to work with the methods of gathering, summarizing and analyzing information and by applying methods of planning, monitoring, communication, coordination, budgeting, etc.). Depending on the practical project or the integrative case study, skills are developed for situational analysis of a business case, finding and proposing economically responsible solutions, situational analysis in risk management, situational analysis for intercultural interaction, situational analysis of organizational and social competence, management competence of the budget and last but not least analysis for project management.

**Course content:**

Basics of situational analysis. Situational analysis of innovative solutions in tourism. Analysis of qualitative and quantitative data. Situational analysis by choosing an innovative research design. Analysis by question types. Analysis of innovative and entrepreneurial activity through data collection, processing and evaluation. Analysis by online questionnaire. Situational analysis of entrepreneurial activity in tourism. Analysis through data collection and evaluation. Analysis by statistical evaluation procedures. Analysis of entrepreneurship and innovation in tourism through content analysis. Situational analysis of good innovative practices in mass tourism. Situation analysis of good innovative practices in specialized form of tourism - own study. Presentation and defense of the practical 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.

**DEVELOPMENT OF A TOURISM PRODUCT  
(DEVELOPMENT OF A PRACTICAL PROJECT)**

**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 Mariya Stankova

**Annotation:**

The course is oriented towards familiarizing students with theoretical and practical-applied issues in connection with the development of sustainable and competitive tourism products. Its teaching is related to the examination of the definitions of tourist product, tourist resources and in general elements related to the process of developing tourist proposals. Knowledge is positioned at two functional levels, namely – at the destination level, as well as at the entrepreneur level. Attention is also paid to the planning and marketing process, with an emphasis on innovation. The course as a whole covers theoretical frameworks, practical case studies and hands-on activities to provide students with the necessary knowledge and skills to master the tourism product development process. The goal of the discipline is placed on teaching and acquiring knowledge to create a tourism product that meets the needs of the market and at the same time is sustainable.

**Course content:**

Development of tourism products. Introduction. Determination of tourism resources with tourism potential. Recommendations for product development in destinations. Product development. Tips for small business. Competitive advantage. Identifying competitors. Market segmentation. Market research as a tool for making market decisions. Necessary market data for tourism product development. Stakeholders in product management. Product differentiation. Project: Innovations in Management - Feasibility Analysis. Preparation of a budget and analysis of the balance between income and expenditure. Project: The role of advertising campaign in product success. Project: Study of good practices for sustainable models for tourism - supply and consumption of tourism products.

**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 ENTREPRENEURIAL ECOSYSTEMS (DEVELOPMENT OF A PRACTICAL PROJECT)**

**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:** Prof. Dr Mariya Stankova

**Annotation:**

The course is focused towards familiarizing the students with basic elements of the so-called "ethical entrepreneurship" (Taylor & Walley, 2003) to direct their attention to the possibilities of creating and managing sustainable and innovative entrepreneurial initiatives. Its teaching is related to the clarification of basic conceptual statements related to the definition and components of entrepreneurial ecosystems, the importance of sustainable entrepreneurship in the development of ecosystems, key stakeholders and their roles in the tourism ecosystem, etc. Special attention is paid to regulatory challenges and opportunities in sustainable ecosystems. The course as a whole, covers theoretical frameworks, practical case studies and hands-on activities to provide students with the necessary knowledge and skills to contribute to the development of sustainable entrepreneurial ecosystems. The aim of the discipline is to research the intersection of entrepreneurship, sustainability and the development of ecosystems as a prerequisite for achieving effective and efficient results in the development of tourism.

**Course content:**

Sustainability in entrepreneurship. Understanding sustainable development and its relevance to entrepreneurship. Triple bottom line: people, planet and profit. Sustainable business models and practices in tourism. Introduction to Entrepreneurial Ecosystems. Definition and components of entrepreneurial ecosystems. The importance of sustainable entrepreneurship in ecosystem development. Key stakeholders and their roles in the tourism ecosystem. Ecosystem building blocks. Identifying and mapping ecosystem elements. Access to capital and financing

mechanisms for sustainable ventures. Infrastructure and organizations to support entrepreneurs. Policy and regulatory frameworks. Government initiatives and policies to support sustainable entrepreneurship. Legal considerations for sustainable ventures. Regulatory challenges and opportunities in sustainable ecosystems. Measuring social and environmental impact. Metrics for measuring social and environmental impact. Impact assessment tools and frameworks. Incorporating impact measurement into business decision making. Cooperation and network development. Building collaborative networks within entrepreneurial ecosystems. Engaging with stakeholders and fostering partnerships. Resource utilization and knowledge sharing for sustainable entrepreneurship. Sustainable entrepreneurial thinking. Developing an entrepreneurial mindset with a focus on sustainability. Identifying opportunities for sustainable ventures. Innovation and creativity for sustainability-led tourism businesses. Case studies of successful sustainable ecosystems. Analyzing real-world examples of sustainable entrepreneurial ecosystems. An examination of the strategies and factors contributing to their success. Lessons learned and best practices for replication in tourism. Entrepreneurial ecosystems in specific contexts. Exploring unique challenges and opportunities in different regions or sectors. Global perspectives on sustainable entrepreneurial ecosystems (in tourism). Cultural, social and economic considerations in ecosystem development. Creating and implementing strategies for sustainable ecosystems. Developing a sustainable strategy for an entrepreneurial ecosystem. Action planning and execution. Monitoring and evaluation of ecosystem development progress.

**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.

## **SHARED ECONOMY AND TOURISM**

**ECTS credits: 5**

**Form of assessment:** progress assessment and exam

**Semester: 3**

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** Chief Assist. Prof. Lyubomira Pinelova

**Course hours per week: 31 + 0s**

**Exam type:** written

**Annotation:**

The sharing economy is experiencing rapid development and is being integrated into ever larger spheres, including tourism. Studying the discipline is essential for students interested in tourism and about to enter the industry. The course focuses on the interaction between the modern sharing economy and the tourism sector. The course examines the impact of technological innovation and online platforms on the way tourism is traveled and experienced, as well as the opportunities and challenges associated with this process. The aim of the course is to provide students with the knowledge and analytical skills to understand the sharing economy in the context of tourism. The course seeks to reveal how technology platforms, such as AirBnB, Uber and others, are changing the dynamics of tourism and what the opportunities are for entrepreneurship and innovation.

**Course content:**

An introduction to the sharing economy and its role in tourism. A historical and contextual overview of the development of the sharing economy. The Impact of the Sharing Economy on the Tourism Industry: Trends and Challenges. Technology platforms and their roles in the travel process and tourism experience. Airbnb and its impact on the accommodation and tourism services market. Shared Transportation and Mobility: Uber, Lyft, and New Travel Models. Online platforms for tourist excursions, entertainment and specialized experiences. Restauranting in the sharing economy: Food delivery platforms and gourmet experiences. The sharing economy and sustainable tourism: opportunities to protect the environment and cultural heritage. Technological innovations in tourism marketing: virtual reality, augmented reality and social media. Developing new tourism products and services through the sharing economy. The role of social networks and online reviews on the choice of tourist destinations and experiences. Ethical challenges and risks in the sharing economy and tourism. Impact of the sharing economy on traditional business models in tourism. The future of the sharing economy and the opportunities for innovation in 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 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.

## STARTUPS IN TOURISM

**ECTS credits:** 4

**Form of assessment:** progress assessment and exam

**Semester:** 4

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** Chief Assist. Prof. Dr Ivanka Vasenska

**Course hours per week:** 4l + 0s

**Exam type:** written

### **Annotation:**

The lecture course examines the theoretical and practical application of the entire process of creating a startup from an idea. During the lecture course, students' creativity and analytical thinking are stimulated in creating the discovery of new ideas, new products, new services, how to build an entrepreneurial business project, and everyone's project is subjected to critical analysis by his colleagues. Discussions are planned on current topics, for which students can present their point of view on the cases under consideration. Each student is expected to develop a course project/assignment on a predetermined topic. The aim of the course is to introduce students to the basic knowledge, skills and a series of tools and methods that help take an idea and make it happen, in a way that can sustain the business or organization that delivers it. This course aims to introduce students to the overall process of building a business or organization around the idea they have developed during their studies.

### **Course content:**

The lecture course examines the theoretical and practical application of the entire process of creating a startup from an idea. During the lecture course, students' creativity and analytical thinking are stimulated in creating the discovery of new ideas, new products, new services, how to build an entrepreneurial business project, and everyone's project is subjected to critical analysis by his colleagues. Discussions are planned on current topics, for which students can present their point of view on the cases under consideration. Each student is expected to develop a course project/assignment on a predetermined topic. The aim of the course is to introduce students to the basic knowledge, skills and a series of tools and methods that help take an idea and make it happen, in a way that can sustain the business or organization that delivers it. This course aims to introduce students to the overall process of building a business or organization around the idea they have developed during their studies.

### **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.

## FINANCING OF ENTREPRENEURIAL INITIATIVES IN TOURISM

**ECTS credits:** 3

**Form of assessment:** progress assessment and exam

**Semester:** 4

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** Dr Ivaylo Ivanov

**Course hours per week:** 3l + 0s

**Exam type:** written

### **Annotation:**

Students are going to develop the fundamental knowledge of corporate finance in tourism. In the training process, they receive information about the capital structure of the tourism enterprise, the annual financial statement, the balance sheet and the income and expenditure statement. Learners acquire important skills for analyzing the company's financial situation, managing income and expenses, budgeting and reporting, managing working capital. The course is in accordance with the planned timetable and allows to master the management practices related to making investment decisions, planning and forecasting in the tourist enterprise. The discipline adds value to students by providing them with a solid base minimum of financial knowledge and skills necessary to realize "smart" entrepreneurial initiatives. The aim of the course is for students to acquire knowledge and skills in the taught subject and to build a clear vision of the management of company finances in tourism. They become familiar with modern practices of revenue and expenditure management in tourism enterprises and develop skills to analyze and evaluate the financial situation of enterprises.

### **Course content:**

Introduction to Tourism Enterprise Finance. Financial management and hospitality entrepreneurship. Capital of the tourism enterprise. Capital structure of the enterprise. Annual financial report of the tourist enterprise. Balance sheet of the enterprise. Assets, liabilities and equity. Income and expenditure statement. Analysis of the financial situation of the enterprise. Profit and profitability. Ratios using operational measures. Cost management. Basic cost classification schemes. Qualitative and behavioral factors in management decisions. Cost-volume-profit analysis. Contribution margin. Profitability analysis. Budgeting and reporting. Expenses, income, profit and investment plan. Flexible budgeting, variance analysis and benchmarking. Pricing - factors and methods. Cash management. Receivables Management. Inventory management. Liability management. Working capital management. Investment decisions. Accounting rate of return. Net present value. Internal rate of return. Financial analysis in the tourism enterprise. Profitability indicators. Performance indicators. Liquidity indicators. Indicators of financial autonomy. Indicators for collection of receivables and repayment of obligations. Dynamics indicators. Structure indicators. Forecasting and planning in the tourism enterprise

**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.

## **TOURISM SUPPLY CHAIN MANAGEMENT**

**ECTS credits: 4**

**Form of assessment:** progress assessment and exam

**Semester: 4**

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** Prof. Dr Mariya Stankova

**Course hours per week: 3l + 1s**

**Exam type:** written

**Annotation:**

The course Tourism Supply Chain Management is an elective course and is outlined as an introductory course that explains the methods used in the rapidly growing field of tourism supply chain management. The main objective boils down to several focuses: (i) acquiring theoretical knowledge and practical information about the nature of supply chain; (ii) knowing the main characteristics in supply chain management at the macro level (tourist destination); (iii) knowing the characteristics of supply chain management at the micro level (tourist enterprise). Since the digitalization of the economy and the effects of the pandemic have also had a significant impact on the field of supply chain management and purchasing, students are introduced to the theoretical and applied apparatus of the nature of supply chain management and the importance of this type of managerial activity in the tourism industry.

**Course content:**

Nature and characteristics of supply management in the tourism industry. International, national and European characteristics of supply management in tourism. Objectives of supply management in tourism. Links of supply management with logistics in tourism. The role of forecasting in supply management. Planning and control of logistics activities and information flows at macro and micro level. Supply management and operations management. Supply management in the context of marketing organisational theory. Supply management and strategic management information systems. Efficiency of supply management through optimization of sourcing, production and delivery processes. Coordinating, integrating and controlling product, information and financial flows in the tourism enterprise.

**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 (DEVELOPMENT OF A PRACTICAL PROJECT)**

**ECTS credits: 4**

**Form of assessment:** progress assessment and exam

**Semester: 4**

**Methodological guidance:**

**Course hours per week: 3l + 1s**

**Exam type:** written



Department of Tourism  
Faculty of Economics  
**Lecturer:** Assoc. Prof. Dr Ilinka Terziyska

**Annotation:**

The discipline has a strong practical focus and emphasizes the conduct of marketing research in tourism. Aims to develop an understanding of the basic methods and steps in empirical research, including analysis and presentation of results. The aim of the course is to acquire the ability to conduct marketing research in the field of tourism.

**Course content:**

Introduction to Marketing Research in Tourism: Basic Concepts, Role and Importance of Marketing Research for the Tourism Business. Research Design: Planning marketing research, defining objectives and selecting appropriate methods and techniques. Data Collection: Choice of data collection methods - surveys, interviews, observations and others. Data Analysis: Processing and interpretation of collected data using statistical tools and software. Market segmentation and target audience: Identification of the needs of different segments of the market and determination of the target audience. Application of various methods and techniques for the analysis of the tourist market - SWOT analysis, PESTEL analysis, competitive analysis, etc. Determination of competitive advantages: Researching the competitive environment and determining the competitive advantages of tourism products and services. Consumer Behaviors and Preferences: Studying Tourist Behavior, Their Motivations, and Preferences. Marketing Segments and Trends: Analysis of 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 Tourism Market Analysis. Market Position and Branding: Analysis of the market position of tourism brands and development of 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 predict 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.

## INTELLECTUAL CAPITAL AND INTELLECTUAL PROPERTY IN TOURISM

**ECTS credits:** 4

**Form of assessment:** progress assessment and exam

**Semester:** 4

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** Chief Assist. Prof. Dr Irina Atanasova

**Course hours per week:** 3l + 1s

**Exam type:** written

**Annotation:**

With the professionalization of economic sectors in tourism, intellectual capital is emerging as a relatively new and sustainable concept. The aim of this lecture course is to present intellectual capital as a value-free sum of all the intangible assets of the tourism enterprise that a constraint can transform into knowledge capital with added value. The students are presented with the interrelationship between this new kind of concept, set against the background of new opportunities for development and achieving competitive advantage in tourism. Students are also introduced to the advantages of intellectual capital associated with intellectual property in tourism. The course discusses precisely this added value in its broad and narrow sense. Participation in case studies of different nature enable students to know in detail intellectual capital and competitive strategies in the tourism industry in general and in particular. In this way they acquire profiled knowledge and skills to identify the nature of the relationship between intellectual capital and intellectual property in tourism.

**Course content:**

Nature and basic concepts of Intellectual Capital (IC). Nature and characteristics of intellectual capital in tourism. Structural capital in tourism - process value. Structural capital in tourism - value of technology. Relationship capital in tourism. Value of networks of relationships in tourism. Measurement of intellectual capital. Creating accountability for intellectual capital. Human capital - the value of skills. Knowledge management in tourism. Knowledge management through intellectual property in tourism. Nature and role of intellectual property

in tourism. The concept of intellectual property through the concept of control. Intellectual property oriented concept in tourism. Relationship between intellectual capital and intellectual property in tourism. Good practices of intellectual property 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.

## **DIGITIZATION IN TOURISM**

**ECTS credits: 4**

**Form of assessment:** progress assessment and exam

**Semester: 4**

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** Assoc. Prof. Dr Dinka Zlateva

**Course hours per week: 3l + 1s**

**Exam type:** written

**Annotation:**

The lecture course is focused on theoretical and practical application of digital tools for the field of tourism. During the lecture course, students' creativity and analytical thinking are stimulated by introducing them to theoretical and practical applications of modern digital applications in the management and operational activities of organizations, firms and companies in tourism. Discussions are planned on current topics, for which students can present their point of view on the cases under consideration. The aim of the course is to acquaint students with the basic knowledge, skills and a series of tools and methods that help in the implementation of modern ICT in the overall tourism offer. This course aims to acquaint students with the basic knowledge and skills for organization and management of processes, in the development of tourism activities in the age of digitalization and in the study and analysis of phenomena and processes in tourism.

**Course content:**

Industry 4.0 and Tourism 4.0. The digitalization of society as a factor for changing consumer preferences in tourism. Theoretical discourses of digitized tourism. Elements of Industry 4.0 applicable in the field of tourism. Large information arrays and cloud technologies - Big Data. Internet of Things (IoT). Gamification. Artificial Intelligence (AI). Applications of virtual and adaptive reality. The science of data. The digital evolution of online booking systems. Local, regional and global reservation systems in tourism. Digital tourists. Digital media. Marketing 4.0. Analyzing and specifying IT and business requirements. Online distribution and management channels. An Ethical Framework for a Sustainable Society in the Age of Digitization and Artificial Intelligence: Opportunities, Risks, Principles and Recommendations. Cybersecurity in hospitality and tourism: a risk-based approach.

**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:** Assoc. Prof. Dr Dinka Zlateva

**Course hours per week: 3l + 1s**

**Exam type:** written

**Annotation:**

The course is aimed 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. The objectives are for students to acquire basic knowledge, key competences and practical skills in the taught material and especially in the concrete steps in the world of social media marketing, where the modern man spends a large part of his free time. The focus is on learning sustainable marketing models and entrepreneurial thinking, behavior and qualities that contribute to the realization of successful marketing projects in the social media of the tourism sector.

**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.