



SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"

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Department of Tourism

ECTS Information Package

Tourism Major

Master Programme: Innovation and Entrepreneurship in tourism

This training is intended for graduates of Bachelor's/Master's degree in the 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. Entrepreneurship in the tourism sector	5.0	1. Startups in tourism	4.0
2. Tourism Marketing Management	5.0	2. Financing of entrepreneurial in tourism	3.0
3. Tourism Innovation Management	5.0	3. Elective discipline	4.0
4. Human resource management and organizational behavior	5.0	4. Elective discipline	4.0
5. Elective discipline	5.0	State exam of Master thesis defense	15.0
6. Elective discipline	5.0		
Elective courses (students choose two courses)		Elective courses (students choose two courses)	
1. Situation analysis (development of a practical project)	5.0	1. Tourism supply chain management	4.0
2. Development of a tourism product (development of a practical project)	5.0	2. Applied marketing research (development of a practical project)	4.0
3. Designing entrepreneurial ecosystems (development of a practical project)	5.0	3. Intellectual capital and intellectual property in tourism	4.0
4. Shared economy and tourism	5.0	4. Digitization in tourism	4.0
		5. Social media marketing	4.0
	Total 30		Total 30

TOTAL FOR 1 ACADEMIC YEAR: 60 CREDITS

Contact details:

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

Facebook profile of the Department of Tourism -

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

DESCRIPTION OF ACADEMIC COURSES

Major: Tourism

Master programme: Innovation and Entrepreneurship in tourism

ENTREPRENEURSHIP IN THE TOURISM SECTOR

ECTS credits: 5

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: 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: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr Teodora Kiryakova

Course hours per week: 3l + 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: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Chief. Assist. Prof. Dr Viktoriya Kalaydzhieva

Course hours per week: 3l + 1s

Exam type: written

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: 1

Methodological guidance:

Course hours per week: 3l + 0s

Exam type: written

Department of Tourism
Faculty of Economics
Lecturer: Assoc. Prof. Dr Gergana Angelova

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: 1

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

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: 3l + 0s

Exam type: written

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

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: 31 + 0s

Exam type: written

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: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Course hours per week: 31 + 0s

Exam type: written

Lecturer: Chief Assist. Prof. Dr Lyubomira Pinelova

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: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Chief Assist. Prof. Dr Ivanka Vasenska

Course hours per week: 41 + 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: 2****Methodological guidance:**

Department of Tourism

Faculty of Economics

Lecturer: Dr Ivaylo Ivanov**Course hours per week: 31 + 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: 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 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: 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 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: 2

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: 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 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: 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 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.