



SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"

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Department of Tourism

ECTS Information Package

Tourism Major

Master Programme: Management of Sustainable Tourism

The training is aimed at the persons who have graduated the Bachelor of Master Degree level in Professional filed 3.9 Tourism.

The present qualification characteristics reflect the scope and level of professional knowledge and skills that the graduates of the Master's degree must acquire, as well as the areas of their future professional realization.

The current curriculum is tailored to the requirements of the modern labor market in Bulgaria, as well as the labor market in China, Kyrgyzstan and Vietnam, based on purposefully conducted national representative surveys in these three countries under the EU Erasmus+ Program and has as its main goal to meet the growing needs of personnel in the field of sustainable tourism and the sustainable development of tourism. Graduates of the master's program in "MANAGEMENT OF SUSTAINABLE TOURISM" receive key managerial competencies in the practical application of the concept of sustainable development of the United Nations and the European Union, both in all international and public institutions and organizations, and in all enterprises of the tourism industry wishing to apply this concept. They can be successfully implemented as managers and other types of management personnel in the field of domestic and international tourism, in scientific organizations, institutions and universities, in the administrations of protected areas, in the administrations for the management of tourist destinations and in private and state-owned companies with of activity, identical to the competences acquired during the training in the specialty, in the institutions and organizations of the public administration at the level of central and local government, as well as in international organizations in the field of sustainable development and sustainable tourism

A. Requirements for the professional qualification and competencies of the graduates:

The Master's degree is designed to provide general and specialized theoretical knowledge and practical skills enabling the organization of own tourism business and / or the execution of top management functions. Therefore, in the curriculum there are disciplines that build the knowledge base related to the organization and technology of international tourism, the financial instruments applicable in international tourism, the tourism alliances as the most important representatives of the tourism industry and the international cooperation as a prerequisite for the sustainable development of tourism. Particular attention is paid to special activities such as Smart destinations, waste management, Environmental standards in tourism and digitalization.

B. Characteristics of the competences of the graduates of the Master's degree program "MANAGEMENT OF SUSTAINABLE TOURISM":

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

Graduates of the "Bachelor's Programme", majoring in "SUSTAINABLE TOURISM" will possess the following professional competencies in accordance with level 7 of the EQF, respectively level 7 of the NQF:

1. To have the capacity to freely use written and spoken foreign languages when communicating with tourists and representatives of business partners, contractors, international organizations and public institutions implementing national policy in the field of tourism and regulating tourism activities by choosing the appropriate style of communication, lexis and language register reflecting the social position and the administrative and business level of communication;

2. To suggest management solutions to ensure the sustainability of natural and anthropogenic tourism resources, as well as human and cultural resources in accordance with the characteristics of the organization and the tourist destination for which or in which they work.

3. To have the necessary capacity for optional and implementation of management decisions in compliance with and application of international, European and national legislation in the field of sustainable development and sustainable development of tourism, as well as for implementation of legislation on health and safety at work, social security and consumer protection in compliance with the concept of sustainable development in the organization's activities.

4. To have the ability to independently develop and propose management solutions in relation to daily business operations and activities in the field of tourism in compliance with the requirements for implementing the concept of sustainable development and protection, especially of natural and anthropogenic tourism resources;

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

6. To have the capacity to form and organize teams of people to work in the field of translation services and in the field of tourism;

7. To have the capacity to appropriately manage 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;

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

9. To organize and lead qualitative and quantitative studies in the field of tourism;

10. To have the capacity to manage relationships with local communities at local, municipal and national levels;

11. To have the capacity to plan, organize, control the processes of offering and selecting suitable ideas for the development of new tourist products and/or individual new services and production technologies in the field of tourism in compliance with the requirements of the concept of sustainable development and sustainable management of tourism.

12. To plan, organize, motivate and control the activities of carrying out surveys of the tourist markets or of the audiences of interested persons and users in the field of tourism and the sustainable development of tourism.

13. To have the capacity to manage the interaction and relationships between the interested parties of the functioning of tourism organizations, regardless of whether they are business, public or non-governmental organizations in compliance with the requirements of the concept of sustainable development and sustainable management of tourism.

The specialist graduated from the Master's program has specific knowledge related to the specifics of tourist enterprises operations, in accordance with the concept of sustainable development and preservation of resources and in particular tourist resources - natural and anthropogenic for future generations. The specialist with the educational and qualification degree "Master" from the program "Management of sustainable tourism" possesses knowledge, skills and competences for executing management decisions with a high degree of autonomy in the management of organizations in the tourism sector, while complying with the requirements of the concept of sustainable development and sustainable management in tourism and relevant international, European and national normative documents and practices.

The course of study in the Master's program ends with the development of a Master's thesis, the theme of which is tailored to the individual interests of the trainees, given their future professional realization.

Graduates of the master's program "MANAGEMENT OF SUSTAINABLE TOURISM" receive specialized training allowing them to work according to the Alphabet of the National Classification of Jobs and Professions (2011) as : 1. 4226 / 2003 Receptionists with general functions; 2. 1412 / 2003 Manager, self-service restaurant; 3. 1412 / 3004 Manager, confectionery / cafe; 4. 1412 / 3005 Manager, bar; 5. 1412 / 3006 Manager, restaurant; 6. 1412 / 3007 Manager, chair; - 1412/3008 Manager, preparation and delivery of food (catering); 7. 1412 / 3009 Manager, department in a restaurant; 8. 1412 / 3011 Content, restaurant; - 1431/3015 Manager, recreation; - 1431/3017 Manager, casino; 9. 1431 / 3020 Manager, amusement/amusement parks; 10. 1431 / 6021 Head, Department of Cultural Activities; 11. 1431 / 6022 Head of department, recreation; 12. 1431 / 6023 Head of department, sports activities; 13. 1439 / 3001 Manager, population service facility; 14. 1439 / 3003 Manager, camping; 15. 1439 / 3004 Manager, travel agency; 16. 1439 / 3005 Manager, service desk; 17. 1439 / 3006 Warden, hut; 18. 1411 / 3001 Manager, department in a hotel; 19. 1411 / 3002 Manager, hotel; 20. 1411 / 3003 Manager, motel; 21. 1412 / 3001 Manager, catering establishment; 22. 1439 / 6007 Head, department in travel agencies; 23. 1439 / 3008 Manager, contact center; 24. 1439 / 3009 Manager, conference center. 25. 2421 / 6001 Expert, economic activity; 26. 2421 / 6002 Expert, business development; 27. 2421 / 6011 Organizer, economic activities; 28. 2421 / 6007 Business consultant; 29. 2421 / 6008 Management consultant; 30. 2421 /

6009 Analyst, commercial activity efficiency; 31. 2421 / 5027 Manager, projects; 32. 2421 / 5028 Expert, sales; 33. 2422 / 5039 Junior expert, town hall; 34. 2422 / 5040 Junior expert; 35. 2422 / 6041 Chief Expert; 36. 2422 / 6046 Senior expert; 37. 2422 / 6051 Head of sector, regional unit; 38. 2422 / 6052 Senior inspector, regional unit; 39. 2422 / 6053 Inspector, regional unit; 40. 2422 / 6056 Expert; 41. 2422 / 6084 Expert, business management; 42. 2422 / 5089 Researcher; 43. 2431 / 6001 Analyst, market research; 44. 2431 / 6002 Expert, marketing;

The qualification characteristic of the specialty “Management of sustainable tourism” for the educational and qualification degree "Master" with the professional qualification “Master in sustainable tourism management” is a basic document that determines the development of the curriculum and study programs. It is in accordance with the Law on Higher Education, with the Regulations on the state requirements for the acquisition of Master’s, Bachelor’s, Specialist’s degrees and with 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: MANAGEMENT OF SUSTAINABLE TOURISM
PROFESSIONAL QUALIFICATION: MASTER ON MANAGEMENT OF SUSTAINABLE TOURISM
FORM OF TRAINING: FULL-TIME AND PART-TIME

First year			
First semester	ECTS credits	Second semester	ECTS credits
1. Critical issues in tourism development and planning	5.0	1. Creativity and critical thinking	4.0
2. Managing the impacts of tourism	5.0	2. Sustainable development and green economy	3.0
3. Environmental risk management in tourism	5.0	3. Elective discipline	4.0
4. Management of protected areas	5.0	4. Elective discipline	15.0
5. Elective discipline	5.0	State exam of Master thesis defense	
6. Elective discipline			
Elective courses (students choose two courses)		Elective courses (students choose two courses)	
1. Trends in the development of sustainable tourism	5.0	1. Smart destinations	4.0
2. Investment planning in tourism	5.0	2. Regional tourism development	4.0
3. Organizational management	5.0	3. Business studies	4.0
4. Waste Management: Principles and Practices	5.0	4. Digital economy and tourism	4.0
5. Transport and climate change		5. Environmental standards in tourism	4.0
	Total 30		Total 30

TOTAL FOR 1 ACADEMIC YEAR: 60 CREDITS

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

Facebook profile of the Department of Tourism -

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

DESCRIPTION OF ACADEMIC COURSES
Major: Tourism
Master programme: Management of sustainable tourism

CRITICAL ISSUES IN TOURISM DEVELOPMENT AND PLANNING

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

Annotation:

The course focuses on tourism planning at international, national, regional, and local levels. It aims to develop an understanding of the basic concepts of tourism planning for the public and private sectors as well as regional tourism development, with an emphasis on ecotourism and nature tourism. The aim of the course is to explore the interrelationships between resource management and tourism planning and development. At the end of this course, students should be able to: understand the relationships between resource management and tourism planning and development; develop an understanding of the basic concepts of tourism planning for the public and private sectors and regional tourism development.

Course content:

Characteristics and objectives of tourism planning. Tourism as a system. Tourism policy and sustainable development. Regional planning. Planning at destination level. Planning of a tourist site. Key stakeholders in tourism planning. Visitor management. Tools for sustainable planning and management.

Teaching and assessment:

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

Course hours per week: 3l + 1s

Exam type: written

MANAGEMENT OF THE IMPACTS OF TOURISM

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Dr. Maria Stankova

Annotation:

The academic discipline explores tourism as a global industry whose environmental impacts are visible but little-examined. In this regard, the current issues of the global impacts of tourism on climate, its change, ocean pollution, etc., as well as those with local dimensions on endangered plant and animal species in protected areas are presented. The topics selected in the course content are based on the understanding that environmental management is limited more by a lack of acceptance of the need for its acceptance than by a lack of technology; legal/government regulations are more effective than eco-certification within the industry; as an industry, tourism can contribute to environmental protection by providing political and financial support from government/business for tourist places and sites of public importance. Particular attention is given to the opportunities for building resilience to climate change within the industry, and to the development of recreational ecology and legal and social frameworks for tourism conservation. The objectives are for students to acquire basic knowledge and practical skills in the teaching material in relation to the conceptual framework for the development and management of sustainable tourism, including supportive interventions ensuring effective environmental and natural resource policy without compromising the economic viability and social well-being of local residents in tourist destinations.

Course content:

Tourism development and growth. Specifics and general nature of impacts. Nature-based tourism products: mass tourism, alternative tourism; consumptive and non-consumptive aspects of supply and consumption.

Course hours per week: 3l + 0s

Exam type: written

Environmental impacts and governance: in relation to the hotel and resort industry. Environmental impacts and governance: eco-certification. Environmental impacts and governance: climate change and indirect impacts. Environmental impacts and management: tourism in areas of high conservation value. Managing tourism impacts in protected areas. Restoration and conservation of socio-cultural and historical heritage, including archaeological and natural sites through tourism. Policies for sustainable development. Sustainable communication practices. Principles of sustainable tourism. Applied aspects.

Teaching and assessment:

Обучението по учебната дисциплина се извършва под формата на лекции. Дисциплината завършва с изпит. Приоритет в обучението има практическата и самостоятелната работа на студентите. Оценяват се знанията, уменията и компетентността при осъществяването на текущия контрол, като от сериозно значение са резултатите, постигнати от поставените задания и тестове.

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.

ENVIRONMENTAL RISK MANAGEMENT IN TOURISM

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Dr. Maria Stankova

Annotation:

Various risk factors accompany the modern tourism industry, where uncertainty and crises are a constant threat, and their knowledge and possible management ensure sustainability, stability, protection and even prevention of human life. The course „Environmental Risk Management“ is compulsory for the students of the Master in Sustainable Tourism Management, providing specialized information on the impact of environmental crises on tourism. The aim of the course is for students to be able (i) to acquire theoretical knowledge and practical information the nature of environmental threats; (ii) to know the main environmental crises in tourism; (iii) to be find ways and approaches for the management of sustainable development in front of environmental crises. The discipline is fundamental as it offers specialised knowledge and tools from the field of crisis management for sustainable action in times of uncertainty. The course has both a theoretical and practical focus. The aims and objectives are for students to acquire basic knowledge and practical skills in the material being taught, especially with regard to crisis management and crisis management options in sustainable tourism.

Course content:

Nature and characteristics of types of risks and crises in the tourism industry. International, national and European regulatory mechanisms for dealing with environmental risks to sustainable tourism. Nature of crisis management in tourism. Possibilities of forecasting environmental risks in sustainable tourism. Sustainable tourism in periods of environmental crises. Economic, social and health impacts on sustainable tourism in periods of environmental risks. Risk analysis and the establishment of crisis teams to deal with environmental risks. Securing human resources in periods of environmental risks in tourism. Securing operational resources in periods of environmental risks in tourism. Vulnerability of small and medium-sized enterprises in tourism in periods of environmental crises. Major environmental risks to tourism in Europe. Major environmental risks to tourism in the Americas. Major environmental risks to tourism in Africa. Major environmental risks to tourism in East Asia and Pacific. Major environmental risks to tourism in South Asia. Major environmental risks to tourism in the Middle East.

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.

MANAGEMENT OF PROTECTED AREAS

ECTS credits: 5

Course hours per week: 3l + 0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Ilinka Terziyska

Annotation:

Protected areas are the backbone of global environmental and biodiversity policy. In this course, students will be introduced to the key concepts needed to understand protected area management and policy at the national and international levels. The aim of the course is to provide skills necessary for sustainable management of protected areas. At the end of this course students will: 1. Possess a critical awareness of current issues related to protected areas and their impacts on people and biodiversity; 2. Possess a systematic understanding of protected area management; 3. Have a thorough understanding of the effectiveness of protected area management and the ability to make systematic and creative judgements about the advantages and disadvantages of different assessment approaches; 4. Be proficient in solving problems related to protected area management by integrating a range of data; 5. Possess a comprehensive understanding of the techniques and principles that underpin the design of effective and representative protected area networks.

Course content:

History of protected areas. Key documents and conventions on environmental protection. Types of protected areas. Management and planning of protected areas. Economic aspects of protected area management. Establishment of a network of protected areas. Protected areas in 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.

TRENDS IN THE DEVELOPMENT OF SUSTAINABLE TOURISM

ECTS credits: 5

Course hours per week: 31 + 0s

Form of assessment: progress assessment and exam

Exam type: written

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Senior Assist. Prof. Dr. Ivanka Vasenska

Annotation:

The development of modern tourism both globally and nationally is based on trends related to sustainable development. The concept of sustainability, according to the UN guidelines, UNESCO Conventions and the World Tourism Organization Regulations prescribe three goals for the development of society directly related to tourism: poverty reduction, creation of social justice and conservation of natural resources. The discipline takes into account all these guidelines, the policy recommendations and provides an overview of the main directions for environmentally, socially, and climate responsible behaviour in tourism. The profiled concept of "sustainable tourism" offers students in the Master's program a critical look at the content of tourism activities in the direction by emphasizing the natural and/or social/societal sustainability (sustainable tourism, ecotourism, responsible tourism, green tourism, etc.). The aim of the course is to provide students with theoretical knowledge regarding (i) the opportunities to reduce negative nature interventions and environmental impacts, (ii) the activities to increase social and economic benefits for local communities, and (iii) the opportunities to limit the negative cultural impacts in a specific micro and macro tourism destination of cultural heritage and (iv) trends in the development of a new type of sustainable tourism product. The elective course is oriented towards the profiled training of students of the Master's program who wish to realize themselves in the field of tourism supply of all forms of non-mass tourism that cultivates respect for nature and society by observing the latest trends in the development of sustainable tourism.

Course content:

International, national and European regulatory institutions and policies for sustainable tourism management. Main directions in the development of the social, environmental and economic nature of sustainable development in tourism. Sustainable competitiveness in tourism. Tangible and intangible heritage and seasonality in the sustainable tourism paradigm. Creative industries in sustainable tourism. New tourism products through continuous, inclusive and sustainable economic growth. Sustainable smart tourism. Sustainable

educational tourism and museology. Digitality in sustainable tourism. Economic aspects of sustainability in tourism. Features of sustainable tourism and sustainable destinations in Europe. Features of sustainable tourism and sustainable destinations in the Americas. Features of sustainable tourism in Africa. Sustainable tourism for poverty reduction. Features of sustainable tourism in East Asia and Pacific. Features of sustainable tourism in South Asia. Features of sustainable tourism in the Middle East.

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.

INVESTMENT PLANNING IN TOURISM

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Vladimir Tsenkov

Annotation:

The discipline draws on the importance of a coherent national programme of investment in the tourism industry. The aim of the discipline is to offer the essence of the best investment design programs in tourism and in particular to introduce them to the following features: 1) indicative investment programs, 2) forecasting interest in investment in Bulgarian tourism, 3) features of investment design in relation to the infrastructure of Bulgarian tourism, 4) opportunities for return on investment and 5) attractive geographical and administrative distribution of investment in tourism in Bulgaria. At the end of the course, students gain knowledge about the complex system of interrelationships between private and national actions to achieve alignment between individual investors, public-private partnerships and national measures for investment design in tourism. The aims and objectives are for students to acquire basic knowledge and practical skills in the material taught, especially in relation to investment planning and sustainable investment opportunities in the Bulgarian tourism industry.

Course content:

Nature and characteristics of investments in tourism. International, national and European opportunities for investment planning in tourism. Concentration of investments in Bulgarian tourism. Economic, social and cultural aspects of investment planning in Bulgarian tourism. Main risk factors in investment design. Monitoring of investment planning. Investment projects in the North-Western region: Exposition Centre Vidin and Motor Sports Base in Chelopech. Investment projects in the North Central region: resort complex (Pchelina dam), Tryavna ski resort, Uzana resort complex. Investment projects in the Northeastern region: spa and swimming complex in Varna, Vinitsa Horse Park, Mud bath treatment base and spa centre in Shabla. Investment projects in the Southeastern region: a Balneo-rehabilitation complex in Burgas, a Recreation complex in Burgas, Reconstruction of Sliven Mineral Baths. Investment projects in the South-Central region: Reconstruction of the Stara Zagora Baths, Golf-Complex, Expo-Center near Perperikon. Investment projects in the South-Western region: Aquapark near Sofia, Reconstruction of Ovcha Kupel and Gorna Banya, Ski resort at Dupnitsa, Expo-business centre near Blagoevgrad, Sports base and hotel complex near Blagoevgrad. Opportunities for specific investments in tourism. Priorities of public-private partnerships for investments in tourism. Investments in tourism education. Good practices of investment planning in national, European and global sustainable tourism. Green investments 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 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.

ORGANIZATIONAL MANAGEMENT

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Course hours per week: 31 + 0s

Exam type: written

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Gergana Angelova

Annotation:

Students are introduced to contemporary practical approaches and tools for organizational management. In that process, they gain information about managing people in organizations, organizational practices, structures and processes. Students gain knowledge about the specifics of managing people, groups and teams, about issues related to leadership, coaching and mentoring, and about organizational practices such as sustainability and ethics, social corporate responsibility and innovation. The aim of the course is for students to gain knowledge of contemporary organisational management practices and the skills to identify their professional interests and make the right choices about their future career development and their place in the organisational hierarchy. The main tasks to be addressed in the implementation of the curriculum are related to the acquisition of knowledge, skills and competences on contemporary approaches to organisational management.

Course content:

Management and organizations in a changing environment. Managing people. Managing teams and groups. Leadership, coaching and motivation. Human resource management. Managing organisational culture. Conflict management. Decision making in organisations. Managing organisational communications. Knowledge and learning management. Innovation and change management. Social responsibility management. Managing bureaucracy. Managing organisational design. Managing globalisation.

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.

WASTE MANAGEMENT: PRINCIPLES AND PRACTICES

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Teodora Kiryakova

Annotation:

Globally, modern societies and developed economies of the 21st century are generating not only more new inventions and products, but also more waste and a more polluted environment. In the fight against waste, a global trend towards waste reduction is emerging, where many individuals, modern movements, private and public organisations are making efforts to find best implementations. Within the framework of global, European, national environmental policies, efforts are being made to improve the state of the environment, which at the same time correlates with managing the principles of the sustainable tourism. The discipline introduces students to the problem of waste management in the sustainable development theory. The course has a theoretical orientation, aiming at presenting the basic concepts and damages that result from the waste generated. Several main emphases are provided: Firstly, a generalized understanding of „environmental crisis“ is presented. The second focus is on discussing the opportunities through which individuals and organizations can manage it, especially through the tools of sustainable development in general, and through waste management in particular. The third focus is on the specific knowledge about the waste and the environmental policy needed in order to implement them in the sustainable management.

Course content:

Nature of waste management. Nature of environmental awareness and responsible behaviour. Classification of the damage caused by tourism consumption as a polluting and waste generating industry. Concept of waste. Policies for environmental protection through sustainable waste management. The human factor in environmental regulation of waste. Clean environment, green economy, green gold in tourism. Waste treatment. Waste management system. Municipal Solid waste (MSW). MSW treatment techniques and technologies. Separate waste collection policies. Emergence of waste management policies through separate collection. Good practices. Thermal methods for solid waste treatment. Biotechnological treatment of municipal solid waste. Waste disposal. Examples in urban environment, examples from organisations. Waste management policies in hotels. Monitoring of waste products. Waste management through implementation of Quality Assurance Implementation Plan (QAIMP). Landfilling and bio-composting of waste. Hazardous waste. Export of waste. Waste treatment methods. Overview of waste imports and exports to and from Europe. Annual amount of waste

Course hours per week: 31 + 0s

Exam type: written

generated by households in Bulgaria. Waste generation from production and service activities. Recycling of waste. Waste incineration for fuels. Methane fermentation of organic waste. Treatment and disposal of hazardous waste. Installations.

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.

TRANSPORT AND CLIMATE CHANGE

ECTS credits: 5

Form of assessment: progress assessment and exam

Semester: 1

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Dr. Maria Stankova

Annotation:

The course teaches knowledge and facilitates students to be able to rethink the possibilities of current mobility systems to interact with the changing climate. By critically reflecting on the social and environmental implications of mobility systems that reduce CO₂ emissions while becoming adaptive and resilient to environmental threats, students are introduced to the processes of climate change and its concomitant transportation trends. Topics such as urban and long-distance travel, strategies for sustainable and adaptive urban environments are explored with the assistance of experts in the field. Particular attention is given to the impact of policy and finance in achieving strategic transport objectives in the light of climate change. The objectives for students are: to broaden their understanding of urban mobility, long-distance travel and climate change adaptation in the transport and tourism sectors; to form a critical attitude towards the economic, political, social and financial implications of climate change on global transport systems; to develop a better understanding of the links between transport, sustainable development and climate change.

Course content:

Civilisational issues in relation to climate change. Global warming: A scientific review. Evolutionary Activism. Urban mobility: a theoretical approach and practical strategies. Long-distance travel of people and goods: a critical analysis of current trends in aviation, shipping and road freight transport. Sustainable transport: theoretical aspects of adaptation and resilience to climate change within the transport sector, illustrated with concrete examples of urban sustainability. Adaptation and the political and financial implications of climate change for transport: analysis of the financial and political drivers of climate change and their impacts on the transport sector. Tracking trends in times of change: The need for radical action towards sustainable decarbonisation of transport. Climate variability and change: Observed and projected trends. Analysing future climate impacts. Safety and operations in surface transport. Impacts of global climate change on water transport. Weather and aviation: How weather affects airport and aviation safety and operations.

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.

CREATIVITY AND CRITICAL THINKING

ECTS credits: 4

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Dr. Maria Stankova

Annotation:

Course hours per week: 31 + 0s

Exam type: written

Course hours per week: 41 + 0s

Exam type: written

The course teaches knowledge and facilitates students to be able to apply critical thinking skills to their work (including in the future workplace) so that they can clarify concepts and evaluate knowledge, as well as identify the veracity of the sources they handle. The development of specific creative thinking skills stimulates the generation of ideas, the exploration of new possibilities and the solving of problems in new ways, both individually and with teams. The focus of the course of lectures in the discipline is oriented to the contemporary work environment where the focus is on innovative solutions. Exercising critical and creative thinking skills is vital to creating competitive offerings and to achieving excellence in delivering benefits to the tourism organization through innovative services and products. Special attention is given to opportunities to develop critical and creative thinking skills so that they emerge spontaneously when needed. The objectives are for students to form critical and creative problem solving skills both in the workplace and in everyday situations. The development of critical and creative thinking facilitates better performance in professional engagements and in managing others.

Course content:

Exploration the process of „thinking“: defining a problem and separating facts from beliefs and opinions. Heuristics as a way of finding solutions. Emotions and cognitive biases that influence thinking. Understanding sources of inspiration for creative thinking and the importance of perspective in problem redefinition. Critical Thinking. The nature of critical thinking. Identifying and maintaining perspectives, handling facts, listening and understanding. Forming judgements. Rationality and minimizing emotions. Creative thinking. On the nature of the creative. Defining and redefining problems. The development of the skills of ideation, illustration, reflection, asking good questions and iterative review of the problem/solution process. Combining creative and critical thinking in the problem solving process. Target Audience. Application of the Osborne-Parnes method of Creative Problem Solving. Develop skills using problems based on real-life scenarios for practical application. Generation of potential solutions. Methods for evaluating solutions. Techniques for overcoming idea blockers. The ability to speak well - language as a means of expression. Structuring a presentation or speech. Conflict resolution.

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.

SUSTAINABLE DEVELOPMENT AND GREEN ECONOMY

ECTS credits: 3

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Teodora Kiryakova

Annotation:

The course offers students to gain solid knowledge on the integrative framework within which the green economy and sustainable tourism are increasingly interacting. The focus of the course is guided by the defining postulate of the World Tourism Organization (UNWTO) that tourism in the green economy refers to all tourism activities that can be created or sustained indefinitely in their *social, economic, cultural* and *environmental* contexts. The proposed discipline focuses precisely on the growing role and potential opportunities for the tourism industry within the scope of these four aspects and basic principles of the green economy, on the one hand, and sustainable development, on the other. The discipline is fundamental as it offers specialized knowledge and tools from the field of green economy and complements the body of knowledge on sustainable tourism management acquired in the other core disciplines of the Sustainable Development Major programme.

Course content:

Nature and principles of the green economy and its application in the tourism industry. International, national and European mechanisms for implementing the green economy in tourism. Sector policies for "green innovation". Implementation of sustainable development through green economy in tourism. The Green Deal and the Blue Economy in Tourism. Possibilities of application of the green economy in the restaurant industry. Green travel practices, responsible travel. Economic, social and health consequences of „green“ practices in tourism. Risk analysis and establishment of „green practices“ in tourism. Securing „green jobs“ in tourism. Essence of the green economy in the hospitality industry. Development of „Green Hospitality“. Management of green areas. Green economy through energy conservation, carbon reduction, energy consumption, services and

supply chain. Green materials in the interiors. Green policies: alternative and sustainable transport in tourism, water consumption monitoring. „Green thinking“ and responsible tourism. Green brands in tourism. Development trends in the map of green economy in tourism. Main green appeals in tourism, green marks and labels. The entrepreneurial culture for the development of „green business“ in tourism. Sustainable practices in making tourism a modern green economy sector.

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.

SMART DESTINATIONS

ECTS credits: 4

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Senior Assist. Prof. Dr. Lyubomira Pinelova

Annotation:

The academic course is aimed at mastering the basic theoretical concepts and their application in a real environment. Special attention is paid to the theory and best practices in the field of intelligent tourism as a very essential and extremely topical area for meeting the needs of the increasingly demanding modern tourist. The rationale for the introduction of the discipline is the fact that modern tourism is not just tied to technology - it is already in its “genetic” code. Free access to information about all sorts of destinations, online hotel booking and web check-in for flights, and much, much more - the last two decades of the Internet's development have served up previously unseen opportunities for consumers, placing countless services ‘at their fingertips’ in a literal sense. The aim of the course is to introduce students to the emergence, development and nature of smart tourism, to give them a clear picture, to clarify the characteristics of smart destinations and their competitive advantage in the tourism market.

Course content:

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

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.

REGIONAL TOURISM DEVELOPMENT

ECTS credits: 4

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Gergana Angelova

Annotation:

The course aims to provide students with knowledge of the theory and practice of tourism development in the different regions of Bulgaria. The students will be introduced to the tourism regionalisation of the country and the concrete real applicable projects - national and European, taking into account the financial instruments to support regional tourism development in Bulgaria. The conditions and factors for regional tourism development will be presented, as well as the international experience in the implementation of normative documents on regional development in tourism on the basis of selected countries, as well as options for the implementation of

good practices through the assistance of central and local government structures. The aims and objectives are for students to acquire basic knowledge and practical skills on the material taught, especially on the social and economic significance of regional tourism development, strategic planning, regulations, status and trends of regional development in tourism, including international best practices.

Course content:

Regions in Bulgaria. Socio-economic profiles - Part I. Creating a tourist product of the region. Regions in Bulgaria. Socio-economic profiles - Part II. Specialized tourist regions and development trends. Regulatory framework for regional development in tourism in Bulgaria. State policies and strategies for regional development in tourism. Strategic planning. National strategy for regional development. National spatial development concept. Almanac of regions. Market analysis. Role of brand in regional tourism development. Competitive advantage. Competitors profile. Basic knowledge for the preparation of a regional tourism development plan. Implementation documents for regional sustainable development plans. Financing of regional tourism projects. Marketing and communication policy. Tour guiding and animation activities at regional level. Tourism associations at regional level. Nature, objectives, activities. Other stakeholders in regional tourism development. EU policy on regional development and cohesion policy. Regional authorities of the Council of Europe and the EU Committee of the Regions. Good governance and local government - Council of Europe documents. Regional tourism development and good practices at international level.

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.

BUSINESS STUDIES

ECTS credits: 4

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Assoc. Prof. Dr. Ivan Todorov

Annotation:

Knowledge management in organizations, including the tourism industry, plays a crucial role in their sustainable development, and an essential role in these processes is played by targeted business research, which provides coordination between them, whilst each enterprise seeks to achieve a competitive advantage by responding to the most current market trends and satisfying its target indicators. The course is an elective course, but it is relevant and necessary. Despite the extensive and accessible tools for optimizing organizational management processes, the knowledge on business research types is still a knowledge that not all professionals and entrepreneurs in tourism are aware of. This course is designed for students in the Major of Sustainable Tourism Management programme and focuses their attention on the types of business research by providing specific knowledge in several main areas: (i) evolution of business research, (ii) differentiated business research, (iii) analysing business research results and (iv) opportunities for improving business processes through business research. The elective course is oriented towards the profiled training of students in the major studies program who wish to pursue a career in the tourism offering of all forms of non-mass tourism cultivating respect for nature and society by observing the latest trends in the development of sustainable tourism.

Course content:

Nature and specifics of business research. Problem, object and main research questions of an exploration. Basic principles of business research (objectivity, specificity, complexity, interactivity). Types of business research according to object and scope. Descriptive and analytical business research. Conceptual and empirical business research. Market diagnosis and determination of the target sample of the study. Basic methods. Surveys of business competitors. Competitive research in tourism. Business research to establish relevant marketing policies for tourism activities. Business research on tourism markets. Business research on consumers of tourism products. Horizontal and vertical business research. B2B. B2C. Business research through primary data. Business research through focus groups. Business research through questionnaires. Business research through secondary data. Experimental business research. Business research for business idea generation. Business research tools. Social networks and new business research opportunities.

Teaching and assessment:

Course hours per week: 31 + 1s

Exam type: written

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

DIGITAL ECONOMY AND 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. Dilyana Yaneva

Annotation:

The focus of the academic course is linked to globalisation and digitalisation of the economy and society, which necessitates a new perspective on tourism development. The course aims at the formation of basic knowledge about the radical change in the functioning of economies and political-economic systems in the new realities of the digital economy. At the same time, knowledge, basic competences and abilities are formed for work in specific areas of digitalization - in trade, finance, government, marketing, as well as within the European and international digital market. Priority is given to the examination of best practices in the field of digital economy and tourism management. The training has a strong interdisciplinary character, which reflects the complexity and specificity of the tourism sector as an economic and social activity. The aim of the course is to provide students with innovative and contemporary knowledge and skills related to the needs and requirements of the labour market, digitisation and transformation in the tourism sector. The aim is to prepare specialists in tourism economics and management who have the competences, abilities and skills to work and establish themselves as leading professionals in a dynamically changing business and digital market environment.

Course content:

The Global Information Society. The digital economy - origin, essence and characteristics. State regulation in the conditions of the digital economy. Human capital in the digital economy. Relationship Marketing (CRM) and Digital Marketing Analytics Tools. Integrated Marketing Communications and Gamification in Digital Marketing. Digital transformation in tourism. E-tourism and tourism destination management. Information and management systems in tourism. Entrepreneurship and project management in tourism. International tourism - innovation and development. Tourism animation and digitization of experiences.

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.

ENVIRONMENTAL STANDARDS IN TOURISM

ECTS credits: 4

Form of assessment: progress assessment and exam

Semester: 2

Methodological guidance:

Department of Tourism

Faculty of Economics

Lecturer: Prof. Dr. Maria Stankova

Annotation:

The academic discipline is oriented to the issues of international standardization, placing an emphasis on environmental standards and their importance for tourism. The theoretical material is presented in relation to the Sustainable Development Goals (SDG) and the environmental protection. It is focused on the tourism industry approaches which can be used to address global challenges such as climate change, plastic and air pollution. Special attention is paid to the eco-certification in different countries and the opportunities to learn about the ISO 2030 strategy, as well as the set of standards applicable to tourism and environmental protection. The World Tourism Organization (WTO), the Code of Good Practice for the Preparation, Adoption and Implementation of Standards and the Principles for the Development of International Standards, or the so-called „Six Principles“ agreed by the WTO Committee on Technical Barriers to Trade (TBT) in 2000 are discussed. The objectives are

Course hours per week: 3l + 1s

Exam type: written

Course hours per week: 3l + 1s

Exam type: written

related to familiarizing students with the necessary knowledge about certification and its application in the field of tourism and above all to ensure the sustainability of the implemented tourist activity in the field of hotels, restaurants, tour operators and agency activities and tourist destinations in compliance with the established policies.

Course content:

Policies for sustainable development. Social, cultural, environmental, managerial and economic aspects of tourism. International standardisation that works for the environment. Principles for developing international standards, guidelines and recommendations. Linkages and dependencies, trends in green consumerism and green labelling (*Risk culture and eco-standards*). Framing strategies. Corporate sustainability management. From linear to circular economy. Stakeholder analysis and management. Sustainable supply chain management. Key business models for sustainability. Green management and green marketing.

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.