



## **SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"**

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

#### **Tourism Major Master Programme: Management of Travel Agencies**

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

##### **1. GENERAL PRESENTATION OF THE PROGRAMME**

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

The Master's programme is in line with the labour market trends in Bulgaria and the European Union, as well as with global practices and experience, based on targeted research in this area.

Graduates of the Master's programme in "MANAGEMENT OF TRAVEL AGENCIES" acquire key managerial competences in defining travel and tourism concepts and knowing the factors motivating people to travel, as well as the reasons for choosing travel agents.

This knowledge allows them to be successfully employed as managers and other types of managerial staff in the field of national and international tourism, in scientific organizations, institutions and universities, in tourist destination management administrations and in private and public companies with a subject of activity identical to the competences acquired during the study of the specialty, in institutions and organizations of public administration at the level of central and local government, as well as in international organizations in the field of tourism.

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

The Master's programme in "MANAGEMENT OF TRAVEL AGENCIES" is designed to build on the theoretical knowledge and practical skills of the master students in order to enhance their capacity to organise their own tourism business and/or perform top management functions.

The training of students includes compulsory specialization training, elective courses and optional ones. On this basis, the curriculum includes subjects that build the body of knowledge related to the management and organization of the travel agency, marketing, global reservation systems, development and promotion of tourism products, pricing, logistics, etc.

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

###### **Knowledge**

The specialists with a Master's degree from the Master's programme in "MANAGEMENT OF TRAVEL AGENCIES" have a high organisational, social and economic culture. Their knowledge is related to the management, planning and technology of tour operator and travel agent activities, as well as specific processes and activities typical of the tourism and travel industry.

###### **Skills**

Specialists who have completed the educational and Master's qualification have particular skills in the following areas: tour operator and agency management, marketing, the development and promotion of tourism

products, the use of global reservation systems, online travel agencies, etc. Graduates of the Master's programme possess the more specific skills:

- To implement independent entrepreneurial activity (including the functions of overall management, planning, organization and control of travel agencies and tour operators, including formulating the necessary strategic and operational objectives and policies;
- To possess the ability for independent analytical and critical thinking;
- To Generate selectively innovative ideas, both independently and as team leaders;
- To plan, organize and control business processes in their organizations;
- To take into account the appropriate level of risk, plan organize and carry out activities to monitor and control innovation processes/innovation projects;
- To develop marketing plans and marketing strategies for the business organisation they work in or lead;
- To carry out marketing research and consumer opinion surveys either alone or in a team or as team leader;
- To maintain, monitor and if necessary carry out all business correspondence relating to the activities of the relevant tourism business organisation;
- To carry out and if necessary fully manage the recruitment, selection, selection and training processes of the tourism enterprise;
- To assist, monitor and control the financial and accounting management processes of the tourism enterprise in which they work or which they manage.
- To apply the theoretical knowledge and practical experience learnt to solve problems of practice.
- To prepare thematic analyses, diagnostics of the organisation's environment and of the organisation itself.
- To formulate objectives and strategies, develop plans and implement different types of controls.
- To provide an effective communication.
- To plan and organise their own work effectively.
- To be able to use a variety of information sources and work independently with them.

### **Competencies**

The competences to be acquired in the course of the training are defined in accordance with the requirements of the European Qualifications Framework (EQF), the National Qualifications Framework (NQF) and the European Credit Transfer System (ECTS) in accordance with EQF level 7 and NQF level 7 respectively. Taken together, they envisage the master students to be capable of the following competences:

- to offer management solutions in the tour operator and agency business;
- have the necessary capacity to select and implement management solutions in accordance with and implementing international, European and national legislation in the field of travel agencies;
- to handle technological systems in tour operator and agency activities, especially in the aspect of online travel agencies;
- to have the necessary capacity to design, develop and promote travel packages
- to conduct research and integrate into this activity the trends reflecting the development of the tourism business on international level;
- to have the capacity to coordinate the work of individual employees/departments/units within the organisation/company;
- to build the capacity to manage relationships with actors in the logistics systems that ensure the functioning of the tourism chain;
- to make self-determined decisions on the main strategic objectives of the tourism enterprise in which they work, including: the choice of tourism products and services offered; the recruitment and selection of staff, target markets and main types of customers; the overall innovation policy, the desired and possible quality of tourism products and services, etc.
- to have the capacity for a correct and adequate selection of the offered tourism products and services according to the needs and wishes of the consumers;
- to possess the capacity to use a foreign language fluently for the purposes of written communication and business correspondence in tourism;
- to build within themselves and develop a versatile personal linguistic competence, allowing a rapid orientation in the dynamics of the lexical composition of the respective language in the areas of tourism 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 to implement occupational health and safety, social security and consumer protection legislation in accordance with the concept of sustainable development in the organisation's operations;

- to be able to select and apply the principles of business ethics and existing international, European and national tourism legislation and regulation in the internal rules and regulations of tourism organisations;
- to have the ability to integrate in a team and have the capacity to form and organize teams of people to work in the field of small and medium business and to implement innovative projects;
- to possess the capacity to respond appropriately to the needs of users and select appropriate ways to satisfy them in accordance with the products/services offered by the organization/company concerned;
- to build the capacity to coordinate the work of individual employees/departments/units within the respective organization/company;
- to select and use appropriate methods to carry out quantitative and qualitative analysis and possess the capacity to apply modern methods of data collection and processing for the needs of business organizations and public institutions in the field of tourism;
- to be able to propose and select appropriate ideas for the development of new tourism products and/or individual new services and production technologies in the field of tourism;
- to be able to conduct research, alone or in a team, on tourism markets or on tourism stakeholder and consumer audiences.

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

The graduates of the Master's degree programme shall be able to integrally apply the acquired knowledge and applied skills in the analysis of:

- the travel services market,
- the state and development of tourism resources in different geographical areas,
- the regulations and their compliance in the hotel, restaurant, tour operator and agency activities, advertising and other tourism-related activities.

The course of study in the Master's programme ends with the development of a Master's thesis, the topic of which is tailored to the individual interests of the students in view of their future professional realization.

Acquisition of the educational and qualification degree of Master, with professional qualification "MANAGEMENT OF TRAVEL AGENCIES", provides the master students with theoretical and practical skills and knowledge, which opens opportunities for work in various positions in the field of tourism, for management of various units and sectors of tour operator and agency activity.

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

Graduates of the Master's programme "MANAGEMENT OF TRAVEL AGENCIES" receive specialized training, allowing them to work according to the National Classification of Occupations (2022 and 2023) as:

1120 / 7043 Manager/Head of a Transport Unit; 1120/7045 Regional Manager; 1120 / 7046 Head of a commercial company branch; 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; 1213 / 7015 Economic Director; 1213 / 6016 Manager, Head of Corporate Planning; 1213 / 7017 Administration Deputy Director; 1324 / 5025 Group Manager, Transport; 1324 / 5026 Manager of a Transport Unit; 1324 / 3027 Shift Supervisor, Transport Operations Unit; 1324 / 3028 Shift supervisor, Maintenance unit; 1344 / 6006 Social Entrepreneur, Social Services Entrepreneur; 1411 / 3001 Head, 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 / 2003 Manager of self-service restaurant; 1412 / 3004 Manager of confectionery/café; 1412 / 3005 Manager of bar; 1412 / 3006 Manager of restaurant; 1412 / 3007 Manager of 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; 1412 / /3014 Lodge manager; 1431/3015 Manager of recreation establishment; 1431/3020 Manager of entertainment/amusement parks; 1431/6021 Head of cultural activities department; 1431/6022 Department and Recreation Head; 1431/6023 Manager, Head of a Department for Sports Activities; 1439 / 3001 Manager of Community Services; 1439 / 3004 Manager of a travel agency; 1439 / 3005 Manager of service bureau; 1439 / 3006 Manager of a lodge; 1439 / 3001 Manager of Establishment for Community Services; 1439 / 3003 Manager of a camping; 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; 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 programme "MANAGEMENT OF TRAVEL AGENCIES" for the educational and qualification Master's Degree with the professional qualification "Master in Management of Travel agencies" is the main document that determines the development of the curriculum and study programmes. It is in accordance with the Higher Education Act, the Regulation on the State Requirements for the Acquisition of the Master's, Bachelor's and Specialist Degree and the Regulations of the South-West University "Neofit Rilski".

### **Contact details:**

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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/>

## CURRICULUM STRUCTURE

PROFESSIONAL FIELD: 3.9 TOURISM

MAJOR: TOURISM

EDUCATIONAL AND QUALIFICATION DEGREE: MASTER

MASTER PROGRAMME: MANAGEMENT OF TRAVEL AGENCIES

PROFESSIONAL QUALIFICATION: MASTER ON MANAGEMENT OF TRAVEL AGENCIES

FORM OF TRAINING: FULL-TIME AND PART-TIME

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

  

Second Year			
First Semester	ECTS Credits	Second Semester	ECTS Credits
1. Management of tour operator and agency activities	5.0	1. Pricing in tour operator and agency activity	4.0
2. Tourism Marketing Management	5.0	2. Tourist transport and logistics	3.0
3. Development and promotion of tourist products	5.0	3. Online Travel Agencies (OTA)	4.0
4. Global Reservation Systems	5.0	4. Elective discipline	4.0
5. Elective discipline	5.0	State exam or Master thesis	15.0
6. Elective discipline	5.0		
<b>Elective courses (students choose two courses)</b>		<b>Elective courses (students choose one course)</b>	
1. Project management in travel agencies (development of a practical project)	5.0	1. Business ethics and consumer protection in tourism	4.0
2. Designing tourist routes (development a practical project)	5.0	2. Insurance in tourism	4.0
3. Excursion guiding activity and leading tourist groups (development of a practical project)	5.0	3. Financing of tourism operations	4.0
4. Interacting and customer care	5.0	4. Tourism Supply Chain Management	4.0
5. Specialized tour operators	5.0	5. Analysis of the competitive environment (development of a practical project)	4.0
	Total 30		Total 30

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

**DESCRIPTION OF THE ACADEMIC COURSES**  
**Major "Tourism"**  
**Master Programme: Management of travel agencies**

**TOUR OPERATOR AND AGENCY ACTIVITY**

**ECTS credits: 6**

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

**Semester: 1**

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** prof.dr. Mariya Stankova

**Annotation:**

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

**Course content:**

State and development of the tourism industry. State and development of the international tourist market. Trends in the development of the Bulgarian tourism industry. Structure of the tour operator activity. Structure of travel agency activity. Marketing and operationalization of the tour operator activity. Determining the parameters and characteristics of the tour operator market. Product structure of the tour operator company. Preparation of brochure. Researching a tourist destination and forming a tourist package. Preparation of the product mix. Product implementation and distribution. Distribution channels. Commercial structures in tourism. Variants of delivery and sale of tourist packages. OTA - the new leaders of the tourist market. Contact with users. Provision of transport services under tourist programs and packages for group and individual tourists in: - Land transport; - Water transport; - Air Transport; - Specialized transport; Services accompanying the organization and conduct of a tourist trip. Development of a concept project for a travel agency. Development of a tourist program. Development of a tourist brochure.

**Teaching and assessment:**

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

**CONJUNCTURE IN THE TOURISM INDUSTRY**

**ECTS credits: 6**

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

**Semester: 1**

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** assoc.prof.dr. Teodora Kiriyaakova

**Annotation:**

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

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

**Exam type:** written

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

**Exam type:** written

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

**Course content:**

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

**Teaching and assessment:**

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

## **TOURISM IN THE BALKAN REGION**

**ECTS credits: 6**

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

**Semester: 1**

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** chief assist.prof.dr. Lubomira Pinelova

**Annotation:**

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

**Course content:**

Main tourist regions in the world and their characteristics. European tourist macro-region. American Tourism Macroregion. African Tourism Macroregion. Middle East Tourism Macroregion. South Asian Tourism Macroregion. Asia-Pacific Tourism Macroregion. Geography of tourism types. Tourism in the Balkan region: Slovenia. Tourism in the Balkan region: Croatia. Tourism in the Balkan region: Bosnia and Herzegovina. Tourism in the Balkan region: Serbia. Tourism in the Balkan region: Macedonia. Tourism in the Balkan region: Kosovo. Tourism in the Balkan region: Albania. Tourism in the Balkan region: Greece. Tourism in the Balkan region: Cyprus. Tourism in the Balkan region: Turkey. Tourism in the Balkan region: Romania. Tourism in the Balkan region: Bulgaria.

**Teaching and assessment:**

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

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

**Exam type:** written

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

## QUALITY SYSTEMS IN TOURISM

**ECTS credits:** 6

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

**Semester:** 1

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** chief assist.prof.dr. Sofia Mirchova

**Annotation:**

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

**Course content:**

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

**Teaching and assessment:**

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

## FESTIVAL TOURISM

**ECTS credits:** 3

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

**Semester:** 1

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** assoc.prof.dr. Ilinka Terzyiska

**Annotation:**

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

**Course content:**

Event tourism. History of festivals. Types of festivals. Economy of experiences. Project management. The festival as a project. Stages in planning a festival. Choice of venue and program. Funding and budget management. Personal management. Marketing of festival activities. Festivals and tour operator activity. Risk Management.

**Teaching and assessment:**

**Course hours per week:** 21 + 2s

**Exam type:** written

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

**Exam type:** written



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

## **PR IN TOURISM**

**ECTS credits:** 3

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

**Semester:** 1

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** chief assist.prof.dr. Lubomira Pinelova

**Annotation:**

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

**Course content:**

The nature of PR. The difference between PR and advertising. Types of PR. Methods and techniques. Nature and features of PR campaigns. Features of the brand and image and methods for their evaluation. PR and brand concept. Tasks and objectives of PR. Corporate design. PR as a management function. PR models. Tools for strategic PR assessment. Nature and features of the communication process. The tourism experience and the implications for tourism offer design in the context of the PR campaign. The dramaturgy of experiences in tourism - the new expectations and needs of the modern tourist and PR campaigns. Control of PR results.

**Teaching and assessment:**

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

## **TOUR GUIDE ACTIVITY AND TOURIST ANIMATION**

**ECTS credits:** 3

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

**Semester:** 1

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** chief assist.prof.dr. Lubomira Pinelova

**Annotation:**

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

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

**Exam type:** written

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

**Exam type:** written

sites; with the methodology for preparing a project for an excursion program and exemplary methodological developments.

**Course content:**

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

**Teaching and assessment:**

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

## TOURIST INFRASTRUCTURE

**ECTS credits:** 3

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

**Semester:** 1

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** assoc.prof.dr. Gergana Angelova

**Annotation:**

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

**Course content:**

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

**Teaching and assessment:**

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

**Exam type:** written

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

## **ROUTES FOR CULTURAL TOURISM**

**ECTS credits:** 3

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

**Semester:** 1

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** assoc.prof.dr. Ilinka Terzyiska

**Annotation:**

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

**Course content:**

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

**Teaching and assessment:**

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

## **COMPETITION AND COMPETITIVENESS OF THE TOURIST PRODUCT**

**ECTS credits:** 6

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

**Semester:** 2

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** prof.dr. Mariya Stankova

**Annotation:**

The course is oriented towards the main topics of competitiveness theory and successful practices of tourism. Its teaching is related to clarification of basic terminological concepts related to competitiveness in tourism and tourist enterprises; with a characterization of the main sources of ensuring their competitiveness and the sources of competitive advantage. Special attention is paid to the analysis and evaluation of competitiveness in tourism, the emergence and implementation of the idea of competitiveness evaluation; of the criteria and indicators of competitiveness and the methods of assessment in relation to it. Students acquire general theoretical and special knowledge about competitiveness in relation to the implementation of tourist activities. The aim of the course is for students to acquire knowledge, skills and habits to analyze the competitive environment and, knowing the successful tourism practices of tourism, to be theoretically prepared to effectively manage any tourism company. The course introduces students to the main aspects of managing the competitiveness of tourism enterprises.

**Course content:**

Competition and competitiveness. Criteria, indicators and methods for analysis and evaluation of the competitiveness of tourist activities. Methodology for analysis and evaluation of the competitiveness of tourist activities. Peculiarities in the analysis and evaluation of the competitiveness of tourist activities for the various sectors of tourism and its connection with the formation of the individual salary. Criteria, indicators and methods for analysis and evaluation of the competitiveness of tourist sites. Methodology for analysis and assessment of the competitiveness of tourist sites. Peculiarities in the analysis and assessment of competitiveness in different sectors of tourism. Criteria and indicators and methods for analysis and evaluation of the competitiveness of products used in tourism. Methodology for analysis and evaluation of the competitiveness of products used in

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

**Exam type:** written

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

**Exam type:** written

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

**Teaching and assessment:**

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

## **RECREATIONAL TOURISM**

**ECTS credits: 6**

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

**Semester: 2**

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** chief assist.prof.dr. Lubomira Pinelova

**Annotation:**

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

**Course content:**

Nature and importance of recreational tourism. Bioclimatology. Physical foundations of medical climatology. Weather and climate. Weather and climatic factors. Atmospheric processes. Solar radiation. Physicogeographical conditions. Physiological basis of medical climatology. Methods for studying and evaluating climate and weather in resorts. General climatic characteristics of the country and its physiological zoning. Influence of meteorological factors on the human organism. Ancient complex (solar radiation). Thermally active complex. Aerochemically active complex. Aeroelectric operating complex. Influence of different climate-geographic zones on physiological functions. Climatic features of our mountains and their impact on the human body. Climatic zones peculiar to Bulgaria. Use of the climate for curative and prophylactic purposes. Preventive and curative procedures. Aerotherapy. Sunbath. Organization of rational sea prevention in seaside resorts. Nature of maritime prevention and its organizational status. Some bioclimatic requirements of rational marine prevention. Material and technical base of medical tourism in resort complexes. Requirements for the modern balneoclimatic center. Healing beach. Climate base in mountain resorts. Preventive health center in sports complexes. Marine balneology. Seawater chemistry. Hydrochemical and physical features of the Black Sea. On the balneological qualities of sea water, use of sea prevention and sea therapy. Sea balneotherapy. Sea bathing. Warm sea baths. Gas hot sea baths. Algototherapy. Seawater inhalations. Drinking sea water. Lugotherapy. Sand treatment. Mud treatment. Physiological effect of healing mud. Application of the healing mud. Rap baths. Balneology and balneotherapy. Development of balneology and balneotherapy. Hydrological foundations of balneology. Nature and ingredients of mineral water. Theories about the origin of mineral waters. Classifications of mineral waters. Balnetechnique of mineral waters. Balneotherapy and its essence. Methods of using mineral waters in Bulgaria. Healing possibilities of Bulgarian mineral waters. Specialization of balneological resorts. Ecological (educational tourism). Nature of ecological tourism. Some prerequisites for the development of ecological tourism in the Republic of Bulgaria. Territories for ecological tourism in Bulgaria. Protected Areas. Other natural areas. Management of the impact of tourism on the natural environment, including zoning of recreational areas, the vision of nature-friendly forms of tourism, eco-trails, etc. Nature and features of the organization of rural tourism. Historical overview of the development of rural tourism in Western European countries, members of the EC. Evolution of the demand for the rural tourism product. Models of tourist behavior, influence on the development of rural tourism. Essence of the concept of rural tourism. Peculiarities of the organization and management of rural tourism. The role of different entities of management in the field of organization and management of rural tourism. The role of municipal administrations in the organization and management of rural tourism. Mountain resorts in Bulgaria - condition, problems, concepts.

**Teaching and assessment:**

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

**Exam type:** written

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

## CONSERVATION FOR NATURE PROTECTION

**ECTS credits:** 6

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

**Semester:** 2

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** assoc.prof.dr. Ilinka Terzyiska

**Annotation:**

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

**Course content:**

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

**Teaching and assessment:**

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

## INTERNATIONAL TOURISM ORGANIZATIONS AND PARTNERSHIP

**ECTS credits:** 6

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

**Semester:** 2

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** chief assist.prof.dr. Sofiya Mirchova

**Annotation:**

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

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

**Exam type:** written

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

**Exam type:** written

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

**Course content:**

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

**Teaching and assessment:**

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

## **DIGITAL MARKETING**

**ECTS credits: 6**

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

**Semester: 2**

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** assoc.prof.dr. Dinka Zlateva

**Annotation:**

The course examines the main marketing tools in a digital environment, their essence and their specific application in economic practice are revealed. The main tasks that should be solved during the implementation of the curriculum are: obtaining knowledge about the basics of digital marketing and its main aspects for differentiation in the online environment; development of an accurate and reliable idea of the possibilities offered by digital marketing for access to target audiences. The aim of the course is to provide fundamental and specialized knowledge in the field of digital marketing, promoting creativity and fostering innovative thinking, with the necessary preparation to deal with the challenges of the technological environment.

**Course content:**

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

**Teaching and assessment:**

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

**Exam type:** written

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

## **RELIGIOUS TOURISM**

**ECTS credits: 6**

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

**Semester: 2**

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** assoc.prof.dr. Teodora Kiriakova

**Annotation:**

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

**Course content:**

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

**Teaching and assessment:**

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

## **EDUCATIONAL TOURISM**

**ECTS credits: 6**

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

**Semester: 2**

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** chief assist.prof.dr. Ruska Bozkova

**Annotation:**

The course engages the students with the main function of tourism, manifested against the background of the practice of the various forms and types, namely the educational and the educational. At the beginning of the new millennium, tourism is an industry with a centuries-old history. The beginning of travel is in the past - it begins with the travels of ancient people, provoked by the need for food, water and shelter and accompanied by the accumulation of impressions, knowledge and discoveries. In the course of time, people's movements are gradually distinguished by their nature, depending on the pursued goals and motivation. The cognitive element of accompanying, imposes itself as a leader for a large part of the trips. On the international tourist market, Bulgaria is positioned as a country whose natural and cultural wealth make it an extremely interesting and attractive tourist destination. Therefore, the knowledge of cultural phenomena, museum networks and natural

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

**Exam type:** written

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

**Exam type:** written

features and their correct assimilation in tourism are important for the future professional realization of tourism students. The aim of the course is to enrich the students' knowledge about the world's cultural, historical and natural heritage, as well as to create in them skills for interpreting the existing data in diverse tourist programs. The inclusion of the discipline in the curriculum is justified by the orientation of the students' professional training towards getting to know and using the resource potential for the purposes and needs of domestic and international tourism.

**Course content:**

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

**Teaching and assessment:**

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

## **ETHNOLOGICAL TOURISM**

**ECTS credits: 6**

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

**Semester: 2**

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** assoc.prof.dr. Ilinka Terzyiska

**Annotation:**

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

**Course content:**

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

**Teaching and assessment:**

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

## **WINE TOURISM**

**ECTS credits: 6**

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

**Semester: 2**

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** assoc.prof.dr. Ilinka Terzyiska

**Annotation:**

The course aims to familiarize students with the main characteristics of wine tourism. Top global destinations and best practices are reviewed. Attention has been paid to the possibilities for the development of this type of tourism in Bulgaria, taking into account both local resources and global trends in demand and supply. The discipline should familiarize students with the characteristics of wine and culinary tourism and the resources that Bulgaria has for the development of these types of tourism.

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

**Exam type:** written

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

**Exam type:** written



**Course content:**

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

**Teaching and assessment:**

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

## **MANAGEMENT OF TOUR OPERATOR AND AGENCY ACTIVITIES**

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

Department of Tourism

Faculty of Economics

**Lecturer:** prof.dr. Mariya Stankova**Annotation:**

The academic discipline is oriented towards familiarizing the students with the activities carried out by travel agencies - tour operators and travel agents. By its nature, it plans, organizes, directs, controls, coordinates and unites all resources in such a way that it can achieve the objectives. And, when the functional areas of management are related to the organizational goals, the travel agency realizes profits after meeting the expectations of the users. Her teaching is related to the consideration of changes in the tourism and transport sector, as well as consumer attitudes and patterns. In this regard, special attention is paid to managerial approaches and the conditions and influences of the environment in which they are implemented, as well as to managerial decision-making. The course as a whole covers theoretical frameworks, but also uses good practice and other examples to illustrate the processes under consideration and to provide students with the necessary knowledge and skills to contribute to the subject matter.

**Course content:**

Roles of travel agencies and tour operators. Responsibilities: Introduction, The role of tour operators in tourism. Business, roles and responsibilities of travel agencies. Services offered by tour operators and travel agents. Airline connection, tourist connection. Transport providers, contact with accommodation. Suppliers, relations between travel agents and tour operators. Travel package: Legal issues. Basics of organizing tourist trips: Introduction, individual and group trips; trips with tour guide and group leader; incentive trips, tours, personalized tour, special services from tour operators. Planning and organizing a tourist trip. Travel management. Flight booking. Accommodation, travel information, care for the tourist. Costs and revenues in organizing a tourist trip: factors influencing trip design. Packages, types of expenses in travel packages. Package Tour Pricing Worksheet, Source of Revenue for Tour Operator, Strategies to Increase Revenue, Tips to Increase Revenue. Distribution network of travel agencies: associate sales agents, general sales. Online travel agencies. Relationship management in tourists. Management of proposed destinations. Partner relationships. Decisions in the management of the travel agency. Choosing a solution: Objectives of the travel agency. Types of strategies: Global strategies, International strategies, Company strategies, Business strategies, Functional strategies, Operational strategies. Strategic thinking. Strategic qualities. Significant tourism associations and organizations internationally. Significant tourist associations and organizations in Bulgaria.

**Teaching and assessment:**

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

## **TOURISM MARKETING MANAGEMENT**

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

Department of Tourism

**Course hours per week: 3l + 1s****Exam type:** written**Course hours per week: 3l + 0s****Exam type:** written

Faculty of Economics

**Lecturer:** assoc.prof.dr. Teodora Kiriakova

**Annotation:**

The lecture course has been developed as a build-up 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.

## DEVELOPMENT AND PROMOTION OF TOURIST PRODUCTS

**ECTS credits:** 5

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

**Semester:** 3

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** assoc.prof.dr. Ilinka Terzyiska

**Annotation:**

The course is designed for students and tourism professionals who wish to develop their skills in the field of creating and promoting successful tour operator products. During the course, participants will learn about the strategies for developing unique and attractive tourist products, as well as the tools for their effective promotion on the market. The course will provide participants with the necessary knowledge and skills to become successful professionals in the tourism industry and tourism management.

**Course content:**

Introduction to tour operator products: Basic concepts and definitions in tourism and the tour operator industry. Analysis of the tourist market, identification of the needs of the target audience and competitive advantages. Travel Industry Trends: An overview of current trends and innovations influencing tour operator product development. Market segmentation and target audience: Determining appropriate market segments and targeting products to specific customer groups. Tourism Product Creation: The process of designing and developing a unique tour operator product, including itineraries and services. Quality and risk management: Methods for ensuring the quality of the tour operator's product and managing risks in tourism. Transport and logistics: Optimizing transport solutions and logistics for the efficiency of tourism products. Hospitality and accommodation: Selection of suitable hotels and accommodation for different types of tourist groups. Guided tours and arrangement of services: Development of programs for guided tours and organization of additional services for customers. Reservation and Sales Management Technologies: Use of modern reservation and sales management technologies. Marketing of tour operator products: Marketing strategies and positioning of tour operator products in the market. Pricing and Financial Analysis: Pricing process and financial analysis of tour operator products. Promotion and advertising: Use of different channels for promotion and advertising of tour operator products. Feedback and Customer Experience Management: The importance of customer feedback and customer experience management methods. Responsibility and ethics: The ethical aspects and responsibility of tour operators towards the environment, cultural heritage and society.

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

**Exam type:** written

**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.

### GLOBAL RESERVATION SYSTEMS

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

Department of Tourism

Faculty of Economics

**Lecturer:** chief assist.prof.dr. Lubomira Pinelova**Annotation:**

The course will introduce students to the basic concepts, operational aspects and technological innovations in the field of global reservation systems. Students will understand how reservation systems work, what their benefits and challenges are, how they integrate with hotel and restaurant businesses, and how they impact hospitality as an industry. The main objective of the course is: To provide basic knowledge of the operation of global reservation systems. To reveal the importance of reservation systems in the hospitality industry. To demonstrate the technological and operational aspects of integrating reservation systems into business processes.

**Course content:**

Introduction to Global Reservation Systems: Concepts and Functions. Historical overview of the development of reservation systems. Different types of reservation systems: hotel, airline, restaurant and others. Technological innovations in reservation systems: online platforms and mobile applications. Advantages and challenges of using reservation systems. Operation and functionalities of Global Distribution Systems (GDS). Integration of reservation systems with hotel and restaurant operations. Reservations and Availability Management: Role and Impact on Revenue. Optimization of pricing through reservation systems. Booking process: from request creation to confirmation and payment. Trends in Global Reservation Systems. Impact of reservation systems on consumer preferences and behavior. The role of social media and online rating platforms in reservation systems. Legal and regulatory aspects of reservation systems. The Future of Global Reservation Systems: Innovation and Development.

**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.

### PROJECT MANAGEMENT IN TRAVEL AGENCIES (DEVELOPMENT OF A PRACTICAL PROJECT)

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

Department of Tourism

Faculty of Economics

**Lecturer:** chief assist.prof.dr. Ruska Bozkova**Annotation:**

The course aims to acquaint students with the nature and characteristics of management issues in travel agencies and specifically with the tasks related to planning, control, monitoring and project work subordinated to the goals set by the travel agency. The goal is for the discipline to provide students with the knowledge and skills needed to develop projects and launch them on the international market. The goals are for students to acquire basic knowledge, key competences and practical skills on the taught material and, above all, to familiarize themselves with the essence of management approaches, planning and launching new tourism products, applying new technologies for innovation in agencies and tourist destinations, and finally, designing products and services to compete in the international market.

**Course content:****Course hours per week: 3l + 1s****Exam type:** written**Course hours per week: 3l + 0s****Exam type:** written

Theoretical foundations of management. Nature and specificity of management decision-making. Characteristics of the main management functions. Strategic planning. Strategic planning process. Implementation methodology (implementation) of a strategic plan. Stages of the process of making management decisions. Project management methodologies in the travel agency (Waterfall, Lean, Agile, Kanban, Scrum). Digital transformation of travel business and experiences. Innovative management approaches in tourism. Market and sales potential of the travel agency. Development of sales forecasts. Forecasting methods. Ethics and social responsibility in management decision-making. Conflict management. The internationalization of travel agencies. Tourism fairs (IBTM, Smart Tourism Congress CETT Barcelona, 4YFN, Mobile World Congress or B-Travel, etc.)

**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 TOURIST ROUTES  
(DEVELOPMENT OF A PRACTICAL PROJECT)**

**ECTS credits:** 5

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

**Semester:** 3

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** assoc.prof.dr. Ilinka Terzyiska

**Annotation:**

The course aims to provide students and tourism professionals with the necessary knowledge and skills to create attractive and well-organized tourist itineraries. Students will learn how to design itineraries that cover interesting and significant tourist attractions, meet different customer needs and provide a memorable tourist experience.

**Course content:**

Introduction to the design of tourist routes: Basic concepts and components of the tourist route, its role in tourism and possible challenges. Market Analysis: Analysis of travel trends, customer preferences and needs of different market segments. Target audience and market segmentation: Identification of the target audience and adaptation of the itineraries to the specific interests and preferences of tourists. Tourist attraction selection: The process of selecting attractions and landmarks to be included in the itinerary. Transport and Logistics: Planning transport links and optimizing logistics for route efficiency. Accommodation and meals: Selection of suitable accommodation and meals during the tourist route. Cultural and historical heritage: Inclusion of cultural and historical sites in the itinerary and development of educational experiences. Natural attractions and ecological tourism: Development of routes that support sustainable tourism and preserve the natural environment. Active tourism and adventure activities: Inclusion of adventure sports and active activities in the tourist itinerary. Selling and marketing tourist itineraries: Strategies for attracting customers and selling the itineraries in the market. Financial planning and budgeting: Determining the costs and revenues of the routes and preparing financial budgets. Risk management and safety: Development of measures to manage risks and ensure the safety of tourists during the route. Measuring Success: Evaluating Route Performance and Methods for Measuring Customer Satisfaction. Technologies in route design: Using modern technologies and software to create and visualize tourist routes. Responsibility and ethics: Understanding the responsibility of tour operators to society, cultural heritage and the environment when designing routes.

**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.

**EXCURSION GUIDING ACTIVITY AND LEADING TOURIST GROUPS  
(DEVELOPMENT OF A PRACTICAL PROJECT)**

**ECTS credits:** 5

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

**Semester:** 3

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

**Exam type:** written

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** chief assist.prof.dr. Lubomira Pinelova

**Annotation:**

The course introduces participants to the world of professional tour and tour group management. Tour guides play an extremely important role in the tourism industry, as they are the face of the destination and a key factor in the successful experience of tourists. They not only provide information and entertainment, but also create exciting and enriching emotions that remain in the memory of guests. The course aims to prepare students to become competent tour guides capable of leading diverse tour groups. The main emphasis of the curriculum is on developing skills to create effective communication with guests from different cultures and create interesting and informative programs. The course covers theoretical and practical aspects of the profession, combining knowledge of culture, history, communication and organization of excursions.

**Course content:**

Introduction to tour guiding and its role in tourism. Tourist destinations and technical aspects of excursions. Historical and cultural information about the destination. Intercultural communication and interaction with tourists. Effective methods for leading and organizing groups. Interesting facts and funny stories about the destination. Planning tourist programs and activities. Professional conduct and ethics of the tour guide. Safety and handling of critical situations during field trips. Detailed knowledge about the sights and attractions of the destination. Interaction with hotels, restaurants and other partners. Interactive activities and participation of tourists. Organization of transport and logistics of excursions. Professional development and career advancement opportunities. Personal evaluation and improvement of field trip performance.

**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.

## INTERACTING AND CUSTOMER CARE

**ECTS credits:** 5

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

**Semester:** 3

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** assoc.prof.dr. Gergana Angelova

**Annotation:**

Students are introduced to modern theories, practical approaches and tools for good customer care. In the training process, they receive information on building good relationships with customers, achieving loyalty and building trust. They learn about the various means of customer feedback, building customer databases and customer value. Students acquire knowledge of different approaches to improve customer care and maximize customer satisfaction and loyalty. The aim of the course is for students to acquire knowledge and skills in the taught subject and to build a clear vision and conviction that good customer care is at the heart of business success and competitiveness and is part of the organization's branding strategy; quality customer service generates business value.

**Course content:**

Evolution of relationships and customer care. Creating value through customers. The technological revolution and customer relations. Building customer relationships. Mass media and branding. Loyalty programs. Building trust among customers. Key tasks for creating and managing customer relationships. Identification of customers. Creation and use of customer databases. Customer differentiation. Customer value. Dealing with difficult customers. Customer behavior and needs. Categorizing customers according to their needs. Building customer value. Interaction with customers. Customer cooperation strategy. Dealing with complaints. Customer understanding, dialogue and social media. "Serving in the crowd" - customers helping other customers. Privacy and protection of customers' personal data. Feedback from customers. Customization of standardized products and services. Creating value. Customer loyalty and customer equity. Measurement and analysis of returns. Maximizing long-term value. Improving customer care. Customer service and relationship strategy. A model for maximizing customer satisfaction and loyalty. Customer care as the main requisite of the branding strategy. Customized brands for market segments.

**Teaching and assessment:**

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

**Exam type:** written

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

### **SPECIALIZED TOUR OPERATORS**

**ECTS credits:** 5

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

**Semester:** 3

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** assoc.prof.dr. Ilinka Terzyiska

**Annotation:**

This course provides a solid foundation for students who wish to pursue specialist tour operator activities and become successful professionals in the tourism sector. Objectives: To provide theoretical and practical knowledge of various aspects of specialized tour operators. To train students how to develop, manage and offer specialized tourism products. To understand the importance of sustainable tourism and the ethical aspects of specialized tourism activities.

**Course content:**

Introduction to Specialist Tour Operators: History, Definition and Role in Tourism. Types of Specialist Tour Operators: An overview of the different types of specialist tour operators and their specific characteristics. Management of specialized tour operators: Organizational structure, key functions and challenges in managing specialized tour operators. Tourism products and markets: Analysis of specialized tourism products, their characteristics and target markets. Responsible travel: requirements and trends for specialized tour operators. Adventure Tourism Industry: Exploring trends and opportunities in the adventure tourism industry. Gourmet tourism: Development and opportunities for specialized tour operators. Medical and Health Tours: Analysis of medical and health tours, specialized services and destinations. Wine tours: trends, typology, success factors. Shopping and Fashion Tourism: The Role of Specialist Tour Operators in Directing Tourists to Fashion Shopping Destinations. Heritage tourism: Explore specialist tour operators that focus on heritage and archaeological sites. Tourism for an ecological and responsible direction: An assessment of ecological tourism and the specialized tour operators that support sustainable tourism. Ornithological tourism and wildlife tourism: Specifics, destinations, services. Luxury and Spa Tourism: Exploring luxury tourism and specialist tour operators offering spa services and relaxation. Industry Standards and Regulations: Overview of tourism standards and regulations that affect specialty 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.

### **PRICING IN TOUR OPERATOR AND AGENCY ACTIVITY**

**ECTS credits:** 4

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

**Semester:** 4

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** prof.dr. Mariya Stankova

**Annotation:**

The course is geared towards introducing students to key pricing factors such as operating costs, profit margin and distribution network costs (often referred to as commissions). All of them are taken into account when determining the tariff for offering the tourist product and are among the leading success factors in the tourism industry. Its teaching is related to the proposition that to guarantee a stable position and interest in the travel agency, its managers should implement a consistent, accurate and competitive pricing policy. In this regard, special attention is paid to types of prices and pricing approaches, as well as to understanding market preferences. The course as a whole covers theoretical statements and practical case studies to provide students

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

**Exam type:** written

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

**Exam type:** written

with the necessary knowledge and skills to contribute to the understanding and mastery of pricing techniques in tour operator and agency activities.

**Course content:**

The role of price and pricing in tourism marketing. Tourists' perception of price. Types of prices. Pricing strategy. Pricing and management objectives. Generic pricing strategies. Pricing and Competitive Environment. The marketing mix and the product life cycle. Economics of Price Discrimination. Pricing in companies with multiple branches and products. Peak load pricing. Price policy and the role of the state. Factors that affect pricing strategies. Pricing policy. Product/Service Pricing. Competitive environment. User preferences. Nature of consumer preferences. Indifference curves. Characteristics of indifference curves. The concept of utility. User demand analysis. Market demand curve. Concept of elasticity. Price: sensitivity. Factors affecting price sensitivity. Measuring price sensitivity. Types of measurement procedures. Using measurement techniques appropriately. Conjoint or TRADE-OFF analysis. Measuring price sensitivity. Microsoft Excel application.

**Teaching and assessment:**

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

### TOURIST TRANSPORT LOGISTICS

**ECTS credits:** 3

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

**Semester:** 4

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** chief assist.prof.dr. Sofiya Mirchova

**Annotation:**

Students get acquainted with the technology of transport services for the needs of tourism. The discipline reveals the technology of transport services according to different types of transport - air, water, bus, railway, etc. It introduces students to the possibilities of developing new types of transport, for example intermodal, as well as the essence of international logistics, supply chains and distribution channels. The aim of the course is for students to acquire knowledge of the taught material, which includes transport routes and their impact on tourism, the importance of public transport, as well as the importance of private transport, animation in different types of transport and the logistics of goods and services in tourism.

**Course content:**

Impact of transport on tourism. Intermodal transport in the tourism industry. Main forms of transport in travel and tourism. International tourism and tourist transport organizations. How transport routes affect settlements and industry. History and importance of public transport. Public transport in the past. The Transportation Revolution: Highways to Steamships and Railroads. History of public transport. What is international logistics? Definition and explanation. The Transport Model Method: Uses and Examples. Logistics of goods and services. The transport problem: characteristics, types and solutions. Animation in vehicles. Distribution channels in global transport and their impact on the supply chain. Private transport - advantages and disadvantages.

**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.

### ONLINE TRAVEL AGENCIES (OTAS)

**ECTS credits:** 4

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

**Semester:** 4

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** prof.dr. Mariya Stankova

**Annotation:**

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

**Exam type:** written

The course is oriented towards familiarizing students with the peculiarities and development of online reservation systems in tourism in the age of the Internet and digital intermediaries. The scheme and structure of online distribution channels in the field of tourism is outlined and the main functions of these distribution channels are outlined. The aim of the discipline is to familiarize students with the different types of participants in the digital network for the distribution of a tourist product, such as Global Distribution Systems, Computer Reservation Systems and Online Travel Agencies. With the teaching of this course, knowledge will be built on the concepts of PMS, channel manager, CRM, booking engine and others. Attention is paid to becoming familiar with the fees and commissions that travel businesses generate when operating various online distribution channels. The course as a whole covers theoretical statements and practical case studies to provide students with the necessary knowledge and skills to contribute to the understanding and mastery of techniques for working with online reservation systems and online travel agencies.

**Course content:**

The role of distribution channels in tourism marketing. History of the development of online distribution channels. Types of online distribution channels. Online reservation systems by sectors in tourism. Airlines and air carriers. Tour operators and travel agencies. Hospitality. Transport, land and sea. Intermediation and disintermediation in the distribution process in tourism. General scheme of the electronic market - Vuhalis. Central Reservation Systems - CRS. Global Distribution Systems - GDS. Online travel agents - OTA. Online travel agencies in the hospitality industry. Kinds. Working principle. Commissions and fees. Online reservation systems in the sharing economy aspect of tourism. Airbnb, Homeway, Flipkey, Couchsurfing, Uber, Lyft, Bolt, We Work and more. Online travel agencies in the field of air transport, land transport and sea cruise lines. Scyscanner, Kiwi, Momondo, Skiplagged, Kayak, Hopper, Cheapoair and others. Overview of the functional features of the largest online travel agencies in the hospitality industry. Booking.Com, Expedia, Hrs, Ctrip, Agoda and more. The end user as the target of online booking systems. The ability to express the user and evaluate his opinion. Online tourism product evaluation platforms. Tripadvisor, Google, OTA websites. Tourism marketing in transition to Marketing 4.0 – the shared economy through digital channels. Marketing the interaction between customers and companies.

**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 ETHICS AND CONSUMER PROTECTION IN TOURISM**

**ECTS credits: 4**

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

**Semester: 4**

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** assoc.prof.dr. Teodora Kiriyakova

**Annotation:**

Emphasis in the program is economic knowledge with ethical-philosophical understanding. Your curriculum includes subjects such as ethics, philosophy and social sciences, but also economics, finance and human resource management. In addition, general knowledge of management and business administration is usually imparted. The main goal is to provide basic knowledge from the classical theory of ethics and business ethics, and then to put them into the practice of travel agencies. Another main objective of the course is to emphasize consumer protection especially in times of crisis. Here, too, attention is paid to the ethical side of conflict management.

**Course content:**

Foundations of classical ethics. Responsibility. Deontological ethics. Utilitarian ethics. Virtue ethics as a model. A role model through best practices in tourism and travel agencies. Ethical responsibility. The tourist in the context addressee and addressee of norms (responsibility for social subordination). Reciprocal Universalism in World Religions. Ethics of justice. Exploring compatibility with otherness through authentic living. Material ethics. Demonstrating good lifestyle and business ethics. Business ethics through fair dealing. Hierarchies of values in the business ethics of travel agencies. Formal ethics of travel agencies. Sources of Morality (Fontes Moralitatis). Individual ethics. Global Code of Ethics for Tourism. Social ethics. Environmental ethics in tourism. Characteristics of consumer protection in travel agencies. Human compatibility and protection in the context of tourism (travel agency). Tourist protection and company ethics. Consumer protection and corporate social responsibility.

**Teaching and assessment:**

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

**Exam type:** written



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

## **FINANCING OF TOURISM OPERATIONS**

**ECTS credits: 4**

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

**Semester: 4**

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** assoc.prof.dr. Gergana Angelova

**Annotation:**

Students are familiar with the basics of corporate finance in tourism. In the training process they receive information on the capital structure of the tourist company, annual financial statements, balance sheets, income and expenditure statements and basic financial operations. Learners acquire important skills for analyzing the financial situation of the company, managing income and expenses, budgeting and reporting, managing working capital. The course is in line with the schedule and allows you to master management practices related to making investment decisions, planning and forecasting in a tourist enterprise. The discipline adds value to students by providing them with a solid basic minimum of financial knowledge and skills necessary to successfully finance tourism operations. The purpose of the course is for students to acquire knowledge and skills in the taught material and to build a clear vision for the management of corporate finances in tourism. They familiarize themselves with the modern practices of revenue and expenditure management in tourist enterprises and develop skills to analyze and evaluate the financial situation of the 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 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 SUPPLY CHAIN MANAGEMENT**

**ECTS credits: 4**

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

**Semester: 4**

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** prof.dr. Mariya Stankova

**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

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

**Exam type:** written

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

**Exam type:** written

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.

**ANALYSIS OF THE COMPETITIVE ENVIRONMENT  
(DEVELOPMENT OF A PRACTICAL PROJECT)**

**ECTS credits: 4**

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

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

**Exam type:** written

**Semester: 4**

**Methodological guidance:**

Department of Tourism

Faculty of Economics

**Lecturer:** assoc.prof.dr. Teodora Kiriakova

**Annotation:**

An emphasis in the program is the achievement of practical knowledge and skills for analyzing the competitive environment of travel agencies. The main objective of the course is to be able to apply skills to analyze the competitive environment in tourism using the overall theoretical knowledge and practical skills of tourism economics. The main focus is aimed at developing specialized knowledge to solve specific problems (tourism, travel, leisure, consumption, trends, new communications in tourism) and to work independently on a practically oriented project from their chosen direction from the scope of competitiveness. The ultimate goal is for students to be able to independently define the problems and tasks of a given goal, independently collect and analyze data, independently take over the management of a given case study, independently develop competitive solutions and apply specialized knowledge in a competitive environment. Other analytical skills are related to competitiveness and are related to self-organization, time management, organizational skills, stress management and resilience.

**Course content:**

Basics of competitiveness in tourism. Competition and tourist activity. Analysis of demand and supply in travel agencies. The communication environment of the tourist enterprise. Traditional models of competition. Good practices in tourism and travel agencies. Competitive liability. Economic, social and sustainable competitive environment. Framework factors of the competitive environment. Indicators of the competitive environment. Competitor analysis. A study of proactive travel agency management. Practical modification of competition. Development of individual competitive solutions for the travel agency. Analysis of horizontal competitive environment. Analysis of vertical competitive environment. Analysis of local competitive environment.

**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.