SOUTH-WEST UNIVERSITY "NEOFIT RILSKI"

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Department of Tourism

INFORMATION PACKAGE

PHD PROGRAM IN „ECONOMY AND MANAGEMENT OF TOURISM"

Scientific field: 3. SOCIAL, ECONOMIC AND LEGAL SCIENCES

Professional field: 3.9 TOURISM

Form of study: FULL-TIME / INDEPENDENT / PART-TIME

Term of study: 3 /three/ or 4 /four/ years

Organization of study: according to an individual curriculum

Head of Department: Prof. Dr. Maria Stankova

Scientific guidance by:

Prof. Dr. Maria Stankova

Assoc. Prof. Dr. Ilinka Terziyska

Assoc. Prof. Dr. Gergana Angelova

Assoc. Prof. Dr. Teodora Kiryakova

Requirements for applying to the doctoral program

Candidates should hold a completed master's degree.

Essence and specificity of the doctoral program

The doctoral program training is aimed at achieving the following goals:

1. Providing fundamental and special knowledge in the field of general economic theory and economics and management of the branches of the national economy, including in the field of the tourism industry.

2. Achieving high qualifications of the trainees to solve scientific-theoretical problems and problems from business practice with scientific approaches and methods.

3. Building creative thinking and competencies for conducting independent scientific research, developing and proving scientific theses, formulating and solving scientific research tasks and developing new scientific ideas.

4. Preparing highly qualified personnel for scientific research and teaching activities.

1. Acquisition of knowledge

- in relation to the main theoretical developments in the problematic scientific research activity;
- in relation to the specific features and limitations of the methodological apparatus used;
- in relation to the theoretical and methodological developments in related and interdisciplinary scientific fields;
- regarding the mandatory requirements for the structure and content of the types of scientific works (scientific articles, scientific reports and dissertations).

2. Skills development

- to handle different types of information sources and scientific literature and to extract key information for the goals and needs of the prepared scientific research;
- to prepare bibliographic references and to summarize information from information sources and scientific literature;
- to independently create a scientific text and shape it into scientific papers with clearly defined goals, objectives, methodological apparatus, results and conclusions from the study;
- to apply the selected methods of scientific research in an appropriate and correct manner;
- to use specialized scientific software for processing and analyzing literary sources, statistical information and information from empirical studies;
- to prepare presentations and present results of scientific research conducted in connection with the dissertation work being prepared, scientific publications being developed in this regard, participation in scientific forums and events.

3. Key competencies

- to identify the object and subject, formulate the research thesis, goals and objectives of the scientific study and select the appropriate scientific research methods;
- to interpret scientific sources and theoretical developments and formulate independent scientific opinions and views on the scientific problems posed;
- to observe the principles of scientific ethics when conducting scientific research and developing scientific publications.

4. Communicative and social competences

• Selects the right set of theoretical information, statistical data and other results in order to present the results of the study;

• Has the capacity to compose and edit a scientific text according to the requirements for the formation of a dissertation and other types of scientific works;

• Has the necessary capacity to present the results of the conducted scientific research to the public;

• Selects, structures and presents in an appropriate manner the necessary information for the purposes of the pedagogical activity entrusted to him.

5. Professional competencies

• Has the capacity to correctly formulate the object, subject, research thesis, research hypotheses (if any), goals and objectives of a given scientific study;

• Has the capacity to prepare and conduct scientific research independently;

• Has the capacity to choose the appropriate scientific research approaches and methods in relation to the objectives of a given scientific study;

• Has the capacity to prepare, shape and present in a completed form independent scientific research;

• Has the capacity to select and present scientific information in relation to the scientific research conducted by him/her before a specialized scientific audience and before an audience of learners.

Main activities performed by the doctoral student

1. Educational activity – doctoral minimums and elective subjects

• Tourism Economics and Management
• Project Preparation and Management
• English Language
• Research Methodology – elective subject
• Tourism Economics – elective subject
• Statistics – elective course
• Quantitative methods in tourism – elective course
• Qualitative methods in tourism – elective course
• General economic theory – elective course
• Destination theories and models – elective course

• Forecasting in tourism – elective course

2. Research activity

• Developing a plan and structure for the dissertation

• Developing and presenting a concept for the dissertation

• Researching and referencing literature on the topic

• Developing a research toolkit

• Conducting a study on the dissertation

• Formation of contributions to the dissertation

• Writing the dissertation

• Development of an abstract on the dissertation

• Preparation and publication of scientific articles and reports, participation in scientific forums

3.Teaching activity

• Leading seminars

• Consulting students

• Checking written work

• Preparing reviews of diploma theses

4. Others

• Participation in department meetings

• Active participation in the activities of department and faculty committees

• Participation in discussions of dissertations, scientific problems/scientific seminars of the department

Conditions for admission to the defense of a doctoral dissertation

The educational and scientific degree "doctor" is acquired after fulfilling the obligations under Art. 46, para. 2 of the Higher Education Act, Art. 9, para. 2 of the Act on the Development of the Academic Staff in the Republic of Bulgaria, Section II of the Regulations for the Implementation of the Act on the Development of the Academic Staff in the Republic of Bulgaria and in accordance with the Conditions and Procedure for Acquiring the Educational and Scientific Degree "doctor" of the Internal Rules for the Development of the Academic Staff of the South-West University "Neofit Rilski".

Notes to the curriculum:

1. The individual educational, research, pedagogical and other types of activities from this General Curriculum are specified in the individual work plan of each enrolled doctoral student by academic year, indicating details regarding the respective hours, forms of implementation and recognition, as well as other relevant information.

2. The general curriculum reflects all requirements stipulated in the Higher Education Act, the Act on the Development of the Academic Staff in the Republic of Bulgaria, the Regulations for the Implementation of the Act on the Development of the Academic Staff in the Republic of Bulgaria and the Internal Rules for the Development of the Academic Staff of the South-West University "Neofit Rilski".

3. The doctoral student's curriculum must provide opportunities for achieving the minimum national requirements for the relevant scientific field.

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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

OF THE DOCTORAL PROGRAM

"ECONOMICS AND MANAGEMENT OF TOURISM"

№	ACTIVITIES	Credits ECTS	HORARIUM	Form of preparation and implementation — Lectures, seminars laboratory exercises, independent preparation, consultations, participation, other	Form of recognition — exam, ongoing assessment, interview, certificate, report, protocol, certification, other
I.	**EDUCATIONAL ACTIVITY**				
1.	Economics and management of tourism	4	120	30 a.w. / 90 i.w.	Exam protocol
2.	Project preparation and management	3	90	30 L / 60 i.w.	Exam protocol
3.	English language	4	120	30 a.w. / 90 i.w.	Exam protocol
4.	Elective course	2	60	20 a.w. / 40 i.w.	Exam protocol
5.	Elective course	2	60	20 a.w. / 40 i.w.	Exam protocol
	TOTAL:	**15**	**450**		
II.	**SCIENTIFIC –RESEARCH ACTIVITY**				
1.	Development of a plan and structure of the dissertation	1	30	Individual work and consultations	Protocol from the department's council
2.	Development and presentation of a concept for the dissertation	4	120	Individual work and consultations	Attestation by the supervisor
3.	Literature review including information sources and preparation of a bibliographic reference on the topic	12	360	Individual work and consultations	Supervisor's opinion
4.	Development of methodological tools for research	6	180	Individual work and consultations	Attestation by the supervisor
5.	Conducting research on the dissertation	5	150	Individual work and consultations	Attestation by the supervisor
6.	Development of a chapter from the dissertation / First chapter	19	570	Individual work and consultations	Signed report by the supervisor
7.	Development of a chapter from the dissertation / Second chapter	19	570	Individual work and consultations	Signed report by the supervisor
8.	Development of a chapter from the dissertation / Third chapter	19	570	Individual work and consultations	Signed report by the supervisor
9.	Formulation of introduction and conclusion of the dissertation	12	360	Individual work and consultations	Supervisor's opinion
10.	Reflecting notes on the dissertation	3	90	Individual work and consultations	Supervisor's opinion
11.	Development of the summary of the dissertation	12	360	Individual work and consultations	Presented summary
12.	Formulation of contributions to the dissertation	1	30	Individual work and consultations	Supervisor's opinion
13.	Preparation and publication of an article in an indexed journal	8	240	Publishing	Published / accepted article for publication

14.	Preparation and publication of an article in an indexed journal	8	240	Publishing	Published / accepted article for publication
15.	Preparation of a scientific report and participation in a scientific forum	6	180	Participation and publication	Published / accepted report for publication
16.	Preparation of a scientific report and participation in a scientific forum	6	180	Participation and publication	Published / accepted report for publication
	TOTAL:	**141**	**4230**		
III.	**PEDAGOGICAL ACTIVITY**				
1.	Conducting exercises / seminars	1	30	Work with students / exercises	Verification by the departmental secretary
2.	Preparation of reviews of diploma theses	3	90	Reviews	Verification by the dean's secretary
3.	Student consultations	1	30	Consultations	Verification by the lecturer of the discipline
4.	Verification of written works	1	30	Verified written works of students	Verification by the lecturer of the discipline
	TOTAL:	**6**	**180**		
IV.	**OTHERS**				
1.	Participation in departmental meetings	1	30	Attendance at departmental meetings	Protocol from the department's council
2.	Participation in the projects of the department and the faculty	3	90	Implementation of activities set in the projects	Opinion of the project manager
3.	Participation in the work of the department and faculty committees	3	90	Participation in the preparation of documentation for accreditation, post-accreditation control, quality audits, etc.	Opinion of the Head of the department /work team order
4.	Accomplishment of Erasmus+ mobility	4	120	Accomplishment of Erasmus + mobility	Signed document from the host university
5.	Other academical activities	3	90	Other activities related to the work of the department, the faculty and the university	Attestation by the Head of the department
6.	Participation in discussions of dissertations, scientific problems / scientific seminars of the department	4	120	Taking part in the scientific seminars of the department, discussions of dissertations, etc.	Protocol from the department's council
	TOTAL :	**18**	**540**		
	TOTAL (*for the entire duration of the education*)**:**	**180**	**5400**		
	ELECTIVE COURSES				
1.	Research methodology	2	60	20 a.w. / 40 i.w.	Exam protocol
2.	Economy of tourism	2	60	20 a.w. / 40 i.w.	Exam protocol
3.	Statistics	2	60	20 a.w. / 40 i.w.	Exam protocol
4.	Quantitative methods in tourism	2	60	20 a.w. / 40 i.w.	Exam protocol
5.	Quality methods in tourism	2	60	20 a.w. / 40 i.w.	Exam protocol
6.	General economic theory	2	60	20 a.w. / 40 i.w.	Exam protocol

7.	Destinations theories and models	2	60	20 a.w. / 40 i.w.	Exam protocol
8.	Forecasting in tourism	2	60	20 a.w. / 40 i.w.	Exam protocol

DESCRIPTION OF THE ACADEMIC COURSES

ENGLISH LANGUAGE
(compulsory course)

ECTS credits: 4   **Weekly hours: 8 hours lectures + 2 hours seminars**
Form of knowledge assessment: ongoing control and exam   **Type of exam:** written
Semester: 1
Methodological guidance:
Department of German and Romance Studies,
Faculty of Philology

Lecturers: Assoc. Prof. Dr. Dafina Kostadinova
            Assoc. Prof. Dr. Ivanka Sakareva
            Senior Asst. Prof. Dr. Yana Manova-Georgieva

Annotation:
According to Decision No. 21 of 04.09.2013 of the Academic Council, the English language course is mandatory for all doctoral students in the first year of their studies, who are studying in various doctoral programs in all faculties of the South-West University "Neofit Rilski".
The course is intensive and involves training within 6 hours per day. It is held (usually every year in the first month after the end of the summer semester) and its duration may vary depending on the formation of groups by language proficiency levels. The level of proficiency is determined by a preliminary entrance test, on the basis of which the participants are divided into levels - beginners, intermediate and advanced, corresponding to levels A1, A2 - B1 and B2 - C1 of the Common European Framework of Reference for Languages.
The English course for doctoral students necessarily contains the following modules: practical grammar, vocabulary, written exercises, reading and listening comprehension and conversation. Depending on the specific needs of students from different faculties and specialties, specialized vocabulary for the field is also introduced, as well as exercises in specialized and general translation. For the purposes of training, approved teaching aids from the field of university didactics are used, as well as materials developed by the teachers to meet the specialized needs of doctoral students.
Content of the course:
The course contributes to the development of speaking and listening skills, as well as the acquisition of basic principles of constructing an academic text in English, as well as the skills of preparing presentations, autobiographies, abstracts and articles in English. The main directions and activities are carried out through training in integrative modules, which are set out in the main methodological guide, mainly the teaching systems Headway (Oxford), Straightforward (Macmillan), General English Course (Elementary level) and Academic English (Elementary level). Following the teaching system, doctoral students become familiar with and deepen their knowledge of grammar, vocabulary, functional language.
Teaching and assessment technology:
The training in the subject "English Language" is carried out in the form of seminars and is conducted in the traditionally established manner with the use of multimedia products and interactive materials.

The final exams for each level are tailored to the goals and expected results of the training and are based on the achievements of the doctoral students in practically applying the knowledge and skills acquired during the course. All exams consist of a written and oral part, each of which has a weight of 50% in forming the final grade.

Beginners: The written part of the exam is a lexical and grammatical test, a reading comprehension text and questions to it, as well as an essay with a volume of 150 words, which is on topics from the daily life of the doctoral students, as well as their academic experience and achievements.

The oral part of the exam is conducted in the form of an interview, in which the examiners ask questions related to the topics covered in the textbook used during the course. Doctoral students also have a few minutes to tell their biography with a focus on education, scientific interests and achievements.

Intermediate: The written part of the exam is a lexical and grammatical test, a reading comprehension text and questions to it, as well as an essay or autobiography/abstract for an article with a volume of 200 - 220 words, or a short summary of a short article, which are on topics from the professional everyday life of the doctoral students and their academic experience and achievements.

The oral part of the exam is conducted in the form of an interview, in which the examiners ask questions related to the topics covered in the textbook used during the course and questions that relate to the specific scientific field in which the doctoral students are trained. A mandatory part of the oral part of the exam is a presentation of the doctoral students with a focus on education, scientific interests and achievements.

Advanced: The written part of the exam consists of 2 parts:
- a commentary on given statistical data or facts related to a certain social or scientific problem or a summary of a short article;
- an academic essay with a scientific problem with a volume of 250 - 300 words.

The oral part of the exam is conducted in the form of an interview, in which the examiners ask questions related to the topics affecting the scientific interests and future dissertation work of the doctoral students.

PREPARATION AND MANAGEMENT OF PROJECTS
(compulsory course)

ECTS credits: 3   **Weekly hours: 3 hours lectures + 0 hours seminars**
Form of knowledge assessment: ongoing control and exam   **Type of exam:** written
Semester: 2
Methodological guidance:
Department of Finance and Accounting,
Faculty of Economics

Lecturer: Assoc. Prof. Dr. Ivan Tododrov

Annotation:
The course in the discipline "Project Preparation and Management" introduces doctoral students to the main aspects of project development, which are the basis for the organization and management of projects when applying for European Union programs. The goal of the course "Project Preparation and Management" is for doctoral students to gain in-depth knowledge of the effective development of projects, the management process in their creation and implementation, as well as the preparation of a project budget.

In order to ensure quality training for doctoral students and achieve the set goals, teaching in the discipline "Project Preparation and Management" flexibly combines different methods and forms of training: lectures on key topics, case studies and independent work. The forms of control are

also consistent with the nature of the discipline - conducting control checks in the form of discussing case studies during classroom sessions and preparing a project proposal.

Course content:
The set of thematic areas allows doctoral students to acquire knowledge about the main categories and concepts in preparing a project, its implementation and control. By studying them, they become familiar with and form a certain level of practical ideas for applying forms, techniques and methodologies in building a project proposal, as well as knowledge about their areas of application. Including basic analysis tools such as SWOT, STEP and PEST.

Teaching and assessment:
Training in the course is carried out in the form of lectures. It ends with the presentation and defense of a project proposal. The priority in the training is the practical and independent work of doctoral students. Knowledge, skills and competence are assessed during classroom work, with the results achieved from the assigned tasks being of great importance. The development of a project proposal builds responsibility for the tasks set in doctoral students, self-discipline, systematicity in preliminary preparation, builds habits for optimizing time, develops logical thinking, skills for selecting and analyzing information acquired from various information sources. Current control is carried out by checking the acquired knowledge by solving cases on the taught material.

The assessment criteria include: quality and depth of the written work; ability to present and successfully defend the formulated conclusions and proposed solutions; demonstration of knowledge, skills and competence; use of a creative approach in solving cases; ability to work independently in extracurricular activities.

RESEARCH METHODOLOGY
(elective course)

ECTS credits: 2   **Weekly hours: 4 hours lectures + 0 hours seminars**
Form of knowledge assessment: ongoing control and exam   **Type of exam:** written
Semester: 1/2
Methodological guidance:
Tourism Department,
Faculty of Economics

Lecturer: Prof. Dr. Mariya Stankova

Annotation:
The program provides training for doctoral students in strategic areas of economic science, adequate to modern requirements, national priorities and the needs of social practice in the socio-cultural sphere. It is aimed at acquiring and updating knowledge and skills on basic issues concerning the economy, in areas such as: healthcare, education, culture, physical education and sports, etc. The doctoral program provides an opportunity to obtain additional knowledge in the field of methods and methodology of economic research. On this basis, doctoral students acquire knowledge and skills for developing and defending a dissertation aimed at solving scientific and/or scientific-applied problems, meeting the needs of the socio-cultural sphere, corresponding to modern directions and achievements.

Course content:
The course provides knowledge about the main stages of scientific research, the development of the methodology of scientific research, the formulation of the research problem, the initial study of literary and factual sources, the working hypotheses, etc. Special attention is paid to the goal, object and subject of scientific research; the characteristics of the object of research and the choice

of research methods. The scientific methods are considered: Observation and experiment. Analysis and synthesis. Abstraction and concretization. Generalization and specialization. Deduction. Induction. General scientific methods: hypothetical-deductive, statistical, modeling, axiomatic method, comparative method. Methods and techniques for data collection Sources and basic criteria for classification. Documents as a source of data. Selected methods. Interview. Survey. Test. Questionnaire. Observation. Examination. Experiment. Citation.

Teaching and assessment technology:
The training in the course is carried out in the form of lectures. The discipline ends with an exam. During the training, doctoral students prepare case studies that they defend. The final grade is formed as a ratio between the exam result (in the form of a written exam with answers to 2 questions) and the results of the current assignments.

TOURISM ECONOMICS
(elective subject)

ECTS credits: 2   **Weekly hours: 4 hours lectures + 0 hours seminars**
Form of knowledge assessment: ongoing control and exam   **Type of exam:** written
Semester: 1/2
Methodological guidance:
Tourism Department,
Faculty of Economics

Lecturer: Assoc. Prof. Dr. Gergana Angelova

Annotation:
"Economics of tourism" is a fundamental economic discipline. The logic of the modern development of the economy and the experience in public practice bring to the fore several main topics. They are included in the curriculum of the discipline as ten independent topics. They include scientific knowledge about the economic foundations of tourism; the economic environment for the functioning of tourism; the essence, types and forms of manifestation of capital, long-term and short-term assets in tourism; the peculiarities of price formation and pricing in tourism; the economic characteristics of labor and labor productivity in tourism; the significance of costs and revenues in tourism; sources of income and profit in tourism; taxation and distribution of profit in tourism; the essence and measurement of the efficiency and profitability of tourism activities.

Course content:
The course introduces doctoral students to the economy of tourism in Bulgaria and forms knowledge, special skills and habits for practical activity of the tourism company.
Doctoral students who successfully complete this course will have a clear idea and conviction that in the conditions of competition, the need to master and develop the economy of the tourism company becomes vital and that this knowledge will contribute to the deepening and concretization of previous knowledge, and on the other hand, will play the role of output knowledge for the successful mastering of other disciplines.

Teaching and assessment:
Training in the course is carried out in the form of lectures. It ends with a written exam, including the development of two theoretical questions. Priority in the training is given to the independent work of doctoral students and the provision of consultations in connection with their preparation. The evaluation of the results of the preparation of doctoral students is carried out by a specially appointed commission.

STATISTICS
(elective subject)

ECTS credits: 2   **Weekly hours: 4 hours lectures + 0 hours seminars**
Form of knowledge assessment: ongoing control and exam   **Type of exam:** written
Semester: 1/2
Methodological guidance:
Department of Business Management and Marketing,
Faculty of Economics

Lecturer: Prof. Dr. Vyara Kyurova

Annotation:
The lecture course on the discipline "Statistics" has been developed in accordance with the goals of training doctoral students in the doctoral program "Economics and Tourism Management" in the professional field "Tourism". The lecture course reveals the essence and application of statistical methods in research work and in economic practice. Special attention is paid to the possibilities of obtaining statistical characteristics with the help of PK and PPSP and the emphasis is placed on the interpretation of these characteristics. Good mastery of the educational material provided in the main topics of this curriculum is conditioned by prior serious preparation of the discipline "Mathematics", "Microeconomics" and "Macroeconomics".

Content of the course:
The course of study provides knowledge about statistics as a science and practice. It presents its subject, object and tasks, as well as the features of the statistical (aggregate) approach to studying mass phenomena and processes, the statistical study of mass phenomena and processes, information provision of management, etc. A special emphasis is placed on the presentation of statistics as a practice - organization and bodies in Bulgaria, European countries; international statistical bodies; statistical editions (publications).

Teaching and assessment technology:
The training in the discipline is carried out in the form of lectures. It ends with a written exam, including the development of two theoretical questions. Priority in the training is given to the independent work of doctoral students and the provision of consultations in connection with their preparation. The evaluation of the results of the preparation of doctoral students is carried out by a specially appointed commission by order.

QUANTITATIVE METHODS IN TOURISM
(elective course)

ECTS credits: 2   **Weekly hours: 4 hours lectures + 0 hours seminars**
Form of knowledge assessment: ongoing control and exam   **Type of exam:** written
Semester: 1/2
Methodological guidance:
Department of Finance and Accounting,
Faculty of Economics

Lecturer: Assoc. Prof. Dr. Vladimir Tsenkov

Annotation:
The lecture course on the subject "Quantitative Methods in Tourism" has been developed in accordance with the general objectives of the doctoral program. The lecture course examines the

connections between economic theory and the real possibilities for econometric analysis of the behavior of companies, consumers and macroeconomic processes in the economy. The course is intended as specialized information for the acquisition of knowledge in connection with the conduct of a large number of experiments, which are usually not fully inductive, but still rely on many obtained results, which are subsequently subject to analysis and synthesis. Its focus is on the differences existing between the goal and objectives of quantitative and qualitative research, working with pre-set parameters of the research experiments before conducting them, and, in fact, confirming qualitative results with quantitative ones.

Course content:

In terms of content, the course provides doctoral students with the necessary theoretical knowledge and practical skills, including the use of standard software, allowing for a correct empirical assessment of the economic behavior of the main economic entities, in the context of tasks arising at the company and macro level.

Upon completion of the course, doctoral students are expected to be able to understand, analyze and quantitatively evaluate the main theoretical patterns studied in the field of micro, macroeconomics and public and corporate finance.

Teaching and assessment:

The course is taught in the form of lectures.

The course ends with an exam. As part of the training, doctoral students prepare case studies that they defend. The final grade is formed as a ratio between the exam result (in the form of a written exam with answers to 2 questions) and the results of the current tasks.

QUALITATIVE METHODS IN TOURISM
(elective course)

ECTS credits: 2   **Weekly hours: 4 hours lectures + 0 hours seminars**
Form of knowledge assessment: ongoing control and exam   **Type of exam:** written
Semester: 1/2
Methodological guidance:
Department of Tourism,
Faculty of Economics

Lecturer: Assoc. Prof. Dr. Ilinka Terziyska

Annotation:
Qualitative research methods are increasingly used both in theory and practice in tourism, especially when it comes to consumer research. The aim of the course is to present the main qualitative research methods that are used in tourism. The main tasks that are set are: familiarization with the specifics of qualitative scientific methods, creation of skills for choosing an appropriate method for the set research goal, collection and processing of qualitative data, analysis and presentation of results, skills for using specialized software.

The expected results are related to creating skills for:
• choosing an appropriate method for the set research goal,
• collection and processing of qualitative data,
• analysis and presentation of results,
• use of specialized software.

Course content:
In terms of content, the course is oriented towards providing doctoral students with knowledge about:

1. Features of the qualitative approach in tourism research. Differences between the quantitative and qualitative approaches.

2. Strategies for compiling a sample in qualitative research.
3. Grounded theory method: general characteristics, application in tourism research. Advantages and limitations.
4. Ethnographic methods in tourism research - essence, advantages and limitations.
5. The in-depth interview method. Types of interviews. Interview preparation. Fieldwork. Coding, analysis and presentation of results.
6. Focus group as a method for collecting information. Essence and application in tourism. Advantages and limitations.
7. The method of inclusive observation. Essence and application in tourism. Advantages and limitations.
8. Content analysis. Essence and categorization. Coding and reliability of information. Interpretation of results.
9. Case study.
10. Online qualitative research. Netnography.
11. Software products for qualitative research.

Teaching and assessment:
The course is taught in the form of lectures.
The course ends with a written exam, including the development of two theoretical questions.

GENERAL ECONOMIC THEORY
(elective course)

ECTS credits: 2   **Weekly hours: 4 hours lectures + 0 hours seminars**
Form of knowledge assessment: ongoing control and exam   **Type of exam:** written
Semester: 1/2
Methodological guidance:
Department of Finance and Accounting,
Faculty of Economics

Lecturer: Prof. Dr. Gancho Ganchev, Honorary Lecturer

Annotation:
The curriculum is intended for doctoral students trained by the Faculty of Economics. It presents basic economic laws and principles and the cause-and-effect relationships that arise in the functioning of the market economy, considered as a complex socio-economic system. Special emphasis is placed on the possibilities and instruments of state regulation of the economy. In this way, the course provides basic knowledge, on the basis of which doctoral students detail and deepen their knowledge in specific economic sectoral and management disciplines. This helps to build them as specialists in the field in which they are trained.
The goal of the curriculum is to provide in-depth economic knowledge about the content and basic mechanisms of functioning of the market economy.
Tasks of the curriculum are:
1. Thematic areas to build on the knowledge of doctoral students.
2. To acquaint doctoral students with the most significant contemporary achievements of economic science, as well as with some discussion issues of a theoretical and practical nature in a volume corresponding to their educational level.
3. To contribute to the formation of the scientific interests of doctoral students and the choice of a specific direction of their scientific and research work.

Course content:
In terms of content, the course is oriented towards providing doctoral students with knowledge of:
1. Object, subject, functions and basic principles of economics.

2. Methods of economic science.

3. Economics and efficiency.

4. Forms of economic organization of society. Types of economies. Comparative analysis of economic systems. Pure capitalism. Command and mixed economy.

5. The market and its regulatory role in the economy. Market economy and division of labor. Labor productivity - factors. General conditions of a market economy. The market and ownership of factors of production. Ownership and market. Forms of entrepreneurial activity.

6. The market economy as a self-regulating system. Market processes and the principle of the "invisible hand".

7. Supply and demand in individual markets - the object and subject of microeconomics. Consumer preference and the law of demand. Demand curve. Producer preferences and the law of supply. Supply curve. Determinants of demand and supply. Elasticity of demand and supply. Elasticity coefficient. Elasticity graphs. Comparison of short-term and long-term elasticity coefficients.

8. Market equilibrium - instantaneous, short-term and long-term. Violation and restoration of market equilibrium. Equilibrium quantity and equilibrium prices. Assessment and forecasting of the consequences of changes in market conditions. State price control.

9. Production and costs. Production function: essence and analytical capabilities. Total, average and marginal product. Law of diminishing returns. Minimization of the company's costs in the short term. Production and costs in the long run.

10. Market structure: perfect and imperfect competition. Monopoly and oligopoly. Firm behavior in monopoly and non-monopoly market structures. Antitrust regulation. Antitrust legislation in countries with developed market economies. Antitrust policy in Bulgaria.

11. Market and prices of factors of production. Elasticity of demand and supply of production factors. Factor income, transfer income and economic rent.

12. Essence and main characteristics of the firm. Forms of firm organization. Investment policy of the firm. Firm management. Business plan.

13. Theory of income distribution. Inequality and poverty. Income inequality. Government and income redistribution. General equilibrium in the exchange economy and in production. Pareto criterion and competitive equilibrium and optimality.

14. National economy – indicators and tools. General equilibrium. Macroeconomic objectives. Movement of products and income in the national economy. Measurement of national product and national income.

15. Gross national product – essence, types of structure, distribution and use. GNP deflator. GNP as an indicator of economic development and social well-being. National income. National wealth. Personal disposable income.

Teaching and assessment methods:

The course is taught in the form of lectures.

The course ends with an exam. As part of the training, doctoral students prepare case studies that they defend. The final grade is formed as a ratio between the exam result (in the form of a written exam with answers to 2 questions) and the results of the current tasks.

DESTINATION THEORIES AND MODELS
(elective course)

ECTS credits: 2   **Weekly hours: 4 hours lectures + 0 hours seminars**
Form of knowledge assessment: ongoing control and exam   **Type of exam:** written
Semester: 1/2
Methodological guidance:
Tourism Department,
Faculty of Economics

Lecturer: Prof. Dr. Mariya Stankova

Annotation:
The discipline "Destination Theories and Models" places a focus of attention on tourist destinations. The understanding of them as "a place where tourists intend to spend their time away from home" is considered in direct connection with their development. Doctoral students become familiar with the processes taking place at the destination level, as well as the impact that tourism has and the resulting changes in local communities and the natural environment.

Planning and management of the development of a tourist destination is necessary for sustainable development. Therefore, in theoretical terms, the fundamental concept of Butler (1980) on the life cycle of a tourist destination, combined with the industrial report of QTTC and Boeing (QTTC & Boeing, 1981) and subsequent research by Prideaux (Prideaux, 1998; 1999; 2000), Russell and Faulkner (Russell and Faulkner, 1999) and Carter (2000; 2004), is addressed. The developed development models are also examined, which suggest that in a strategic plan, a targeted development of "better" destinations should be achieved, which would guarantee social, environmental and economic sustainability.

Course content:
In terms of content, the course is oriented towards providing knowledge to doctoral students to achieve a better understanding of the way in which tourist destinations change, so as to achieve higher predictability. Based on the existing models of destination development since the early 1980s, doctoral students should be able to identify a scale in which to derive a theoretical model of the overall growth of the destination. The main tasks set by studying the course are directly related to the formation of knowledge, skills and competencies on issues of the development of tourist destinations and their management in the context of sustainability, as follows: 1. Acquisition of theoretical knowledge about the essence, content and importance of models for the development of tourist destinations; 2. Acquisition of skills for interpreting documents related to destination management; 3. Familiarization with the functioning of existing models for managing tourist destinations.

Teaching and assessment:
The course is taught in the form of lectures.

The course ends with an exam. As part of the training, doctoral students prepare case studies that they defend. The final grade is formed as a ratio between the exam result (in the form of a written exam with answers to 2 questions) and the results of the current tasks.

FORECASTING IN TOURISM
(elective course)

ECTS credits: 2   **Weekly hours: 4 hours lectures + 0 hours seminars**
Form of knowledge assessment: ongoing control and exam   **Type of exam:** written
Semester: 1/2
Methodological guidance:
Department of Business Management and Marketing,
Faculty of Economics

Lecturer: Prof. Dr. Vyara Kyurova

Annotation:
The lecture course on the discipline "Forecasting in Tourism" has been developed in accordance with the general objectives of the doctoral program. The lecture course examines the essence of the concept of scientifically based forecasting, as well as the set of methods subordinate to this

concept and applied in the tourism industry. The course is intended as specialized information on the specifics of subjective and objective forecasting methods and in particular some of the expert forecasting methods, as well as a large part of the most popular mutivariate and univariate forecasting methods that can be used in the tourism industry.

Course content:

In terms of content, the discipline introduces doctoral students to:

- Purpose and essence of forecasting. Anticipatory reflection in forecasting. The use of the process approach in forecasting in tourism;
- Evolution of forecasting. Features of forecasting in tourism;
- Principles and approaches of forecasting;
- Forecasting methods – features in relation to the tourism industry (expert, scenario and matrix methods for forecasting the tourism conjuncture, multivariate, univariate statistical methods for forecasting the tourism conjuncture, etc.);
- Application of forecasting for the purposes of analyzing tourist arrivals;
- Application of forecasting for the purposes of analyzing tourism revenues;
- Application of forecasting for the purposes of analyzing labor costs in tourism.

Teaching and assessment:

The course is taught in the form of lectures.

The course ends with an exam. As part of the training, doctoral students prepare case studies that they defend. The final grade is formed as a ratio between the exam result (in the form of a written exam with answers to 2 questions) and the results of the current tasks. Doctoral students are informed by the lecturer about the organization of the training and the knowledge assessment system.