

**Syllabus of the course**

«Management of competitiveness of tourist industry enterprises»

<b>Specialty</b>	242 «Tourism and Recreation»
<b>Study Programme</b>	«Tourism»
<b>Study cycle (Bachelor, Master, PhD)</b>	the first (Bachelor) level of higher education
<b>Course status</b>	elective
<b>Language</b>	English
<b>Term</b>	second year third semester or second year fourth semester or third year fifth semester or third year sixth semester or fourth year seventh semester or fourth year eighth semester
<b>ECTS credits</b>	5
<b>Workload</b>	Lectures – 24 hours. Practical studies – 24 hours. Laboratory studies – 0 hours. Self-study – 102 hours.
<b>Assessment system</b>	Grading including Exam
<b>Department</b>	Department of tourism, building 1, auditorium 316, phone: (057)758-77-26 (ext. 451), website: <a href="http://tourism.hneu.edu.ua/">http://tourism.hneu.edu.ua/</a>
<b>Teaching staff</b>	Vovk Kateryna, PhD Tourism
<b>Contacts</b>	<a href="mailto:mikhytaekaterina@gmail.com">mikhytaekaterina@gmail.com</a>
<b>Course schedule</b>	Lectures: <a href="#">according to the schedule</a> Practical studies: <a href="#">according to the schedule</a>
<b>Consultations</b>	At the Department of tourism, offline, according to the schedule, individual, PNS chat.
<b>Learning objectives and skills:</b>	
forming a system of theoretical knowledge and practical skills for the tourist enterprises' competitiveness managing with the aim to solve the specific economic problems that arise in the tourism industry and develop an effective strategy for promoting tourist products and services.	
<b>Structural and logical scheme of the course</b>	
<b>Prerequisites</b>	<b>Postrequisites</b>
-	-
-	-
<b>Course content</b>	
<b>Content module 1</b> <i>Theoretical and methodological principles of the competitiveness</i>	
<b>Theme 1.</b> Theoretical approaches to the definition “competitiveness”	
<b>Theme 2.</b> Competitiveness of the national Economy of Ukraine	
<b>Theme 3.</b> Rating system of assessment of the competitiveness of the states	
<b>Theme 4.</b> Levels of the competitiveness and mechanism of their interaction	
<b>Content module 2</b> <i>Management of the competitiveness of tourist enterprises</i>	
<b>Theme 5.</b> Analysis of the external environment of the enterprise	
<b>Theme 6.</b> Analysis of the internal environment of the enterprise	
<b>Theme 7.</b> Management of competitive advantages of the tourist enterprise	
<b>Theme 8.</b> Competitive strategy of a tourist enterprise	
<b>Theme 9.</b> Methods of the competitiveness assessment of a tourist enterprise	



**Theme 10. Competitiveness of the tourism industry of Ukraine: problems and prospects**

**Teaching environment (software)**

*Multimedia projector, S. Kuznets PNS, Corporate Zoom system*

**Assessment system**

Assessment of students' learning outcomes is carried out by the University according to the cumulative 100-point system.

Current control is carried out during lectures and practical (seminar) classes and aims to assess the level of students' readiness to perform particular tasks, and is assessed by the amount of scored points.

The maximum amount during the semester – 60 points; the minimum amount required is 35 points. Final control is carried out at the end of the semester in the form of an exam (the maximum amount is 40 points, the minimum amount required is 25 points).

Current control includes the following assessment methods: tasks by topics; current control works; reports; surveys and presentations on topics; colloquia.

*More detailed information on assessment and grading system is given in the technological card of the course.*

**Course policies**

Teaching of the academic discipline is based on the principles of academic integrity.

Violation of academic integrity includes academic plagiarism, fabrication, falsification, cheating, deception, bribery, and biased assessment.

Educational students may be brought to the following academic responsibility for breach of academic integrity: repeated assessment of the corresponding type of learning activity.

*More detailed information about competencies, learning outcomes, teaching methods, assessment forms, self-study is given in the Course program.*