



INTERNATIONAL EUROPEAN UNIVERSITY

**EDUCATIONAL AND PROFESSIONAL PROGRAM:
TRAVEL AND HOSPITALITY BUSINESS**

first (Bachelor) level

specialty: 242 Tourism and Recreation

knowledge area: 24 Service Sector

educational qualification: Bachelor of Tourism and Recreation

APPROVED

**By the Decision of the Academic Council of
International European University
dd. May 30, 2024, protocol No. 6**

Chair of the Academic Council,

_____ Oleh PADALKA



**Educational and professional program
becomes effective by the Order of the Rector
of International European University
dd. June 7, 2024, No. 41-OD**

Kyiv - 2024

INTRODUCTION

The Travel and Hospitality Business educational and professional program of the first (Bachelor) level of higher education, specialty: 242 Tourism and Recreation, is developed according to the Law of Ukraine On Higher Education dd. July 1, 2014, No. 1556-VII (as amended and supplemented), Resolutions of the Cabinet of Ministers of Ukraine: About Approval of the National Qualifications Frameworks dd. November 23, 2011, No. 1341 (as amended by the Resolution of the Cabinet of Ministers of Ukraine dd. June 25, 2020, No. 519), About Approval of Licensing Conditions for Conducting Educational Activities dd. December 30, 2015, No. 1187 (as amended), the Order of the Ministry of Education and Science of Ukraine On Approval of the Higher Education Standard in Specialty: 242 Tourism and Recreation for the First (Bachelor) Level of Higher Education dd. October 4, 2018, No. 1068.

The educational and professional program stipulates the background for access to study, focus and key focus, the amount of ECTS credits required to gain a Bachelor's degree, the list of general and specialized (professional) competencies, the normative and variable content of student training specified in learning outcomes terms and requirements for higher education quality control.

The Travel and Hospitality Business educational and professional program of the first (Bachelor) level, specialty: 242 Tourism and Recreation, knowledge area: 24 Service Sector, is developed by the working group consisting of:

Full name	Position (for part-time employees - place of main work, position)	Academic degree, academic title, granting department (specialty)
Guarantor of the educational program (head of the working group)		
Liudmyla Aleksieienko-Lemovska (guarantor of the EP)	Professor at the Department of Social Sciences and Humanities of International European University	PhD in Pedagogy, Associate Professor
Members of the working group		
Khrystyna Solomchak	Associate Professor at the Department of Social Sciences and Humanities of International European University	PhD in 01 Education, 011 Educational and Pedagogical Sciences
Oleh Rud	Associate Professor at the Department of Social Sciences and Humanities of International European University	PhD in History
Ivan Mozhovyi	Professor at the Department of Social Sciences and Humanities of International European University	PhD
Stakeholders		
Serhii Kapustin	CEO at Artek International Child Centre	
Mykola Derbak	Director of Synevyr National Nature Park, PhD	
Ivan Koshelia	Director of Karpaty Clinical Sanatorium	

Reviews and comments of external stakeholders:

1. Serhii Kapustin, CEO at Artek International Child Centre.
2. Mykola Derbak, Director of Synevyr National Nature Park.

The Tourism educational and professional program complies with the following requirements:

1. The Law of Ukraine On Higher Education dd. July 1, 2014, No. 1556-VII (as amended and supplemented).
2. The Resolution of the Cabinet of Ministers of Ukraine About Approval of the National Qualifications Frameworks dd. November 23, 2011, No. 1341 (as amended by the Resolution of the Cabinet of Ministers of Ukraine dd. June 25, 2020, No. 519).
3. The Resolution of the Cabinet of Ministers of Ukraine About Approval of Licensing Conditions for Conducting Educational Activities dd. December 30, 2015, No. 1187 (as amended).
4. The Order of the Ministry of Education and Science of Ukraine On Approval of the Higher Education Standard in Specialty: 242 Tourism and Recreation for the first (Bachelor) Level of Higher Education dd. October 4, 2018, No. 1068.
5. Higher Education Standard in Specialty: 242 Tourism and Recreation for the first (Bachelor) Level of Higher Education No. 1068 dd. October 4, 2018.
6. The National Classifier of Ukraine. Classifier of Professions DK 003:2010 dd. November 1, 2010 (as amended and supplemented).
7. The Order On Particularities of Introducing Amendments to the List of Knowledge Areas and Specialties to Train Students Approved by the Resolution of the Cabinet of Ministers of Ukraine dd. December 16, 2022, No. 1392.

1. Profile of the Bachelor's educational and professional program in the specialty: 242 Tourism and Recreation

1 – General information	
Full name of the higher education institution and structural unit	INTERNATIONAL EUROPEAN UNIVERSITY; Education and Research Institute “European Business School”; Department of Social Sciences and Humanities
Degree of higher education and qualification	Degree of higher education – Bachelor Educational qualification – Bachelor of Tourism and Recreation
Type of diploma and capacity of the educational program	Bachelor's Degree Diploma, 240 ECTS credits, period of study: 3 years and 10 months – for students entering based on complete general secondary education; 180 ECTS credits, period of study: 1 year and 10 months – for students entering based on the degree of Junior Bachelor or Junior Specialist.
Official name of the program	Travel and Hospitality Business
Accreditation	Accreditation is conducted for the first time
Cycle/level	NQF of Ukraine – 6 th level, FQ-EHEA – first cycle, EQF-LLL – 6 th level.
Background	Complete general secondary education or a degree of Junior Bachelor (Junior Specialist).
Language of instruction	Ukrainian, English
Validity of the educational program	Until the next accreditation
Internet address of constant placement of educational program description	https://ieu.edu.ua/navchannia/osvitni-prohramy
2 – Goal of the educational program	
To train highly qualified and competitive specialists with: sound theoretical knowledge; proficiency in professional English; general and professional competencies required for successful recreation and tourism professional activities; wide access to employment and clear understanding of regularities of Ukraine's social, political and economic development in the global community, who realize their role in this process and are ready to fulfill their professional responsibilities at government institutions and enterprises of different levels, forms and types of ownership.	
3 – Characteristics of the educational program	
Subject area (knowledge area, specialty, specialization (if any))	Knowledge area: 24 Service Sector Specialty: 242 Tourism and Recreation Educational and professional program: Travel and Hospitality Business <i>Object of study and activities:</i> tourism as a social phenomenon, the understanding of which develops a holistic view of all aspects, processes and phenomena related to comfortable and safe traveling; an area of professional activities related to all cycles of work with tourist products and comprehensive tourist service in the tourism industry. <i>Learning objectives:</i> to apply acquired competencies for successful recreation and tourism professional activities. <i>Theoretical content of the subject area:</i> knowledge of geography and tourism history, tourist local history and country studies, recreation and excursion activities, organization of tourism and hospitality, transport

	<p>services, economics of tourism, tour operating, management and marketing of tourism, legal regulation and safety of tourism activities.</p> <p><i>Methods, techniques and technologies:</i> general and special scientific methods of tourist service (technological, productive, interactive, service).</p> <p><i>Tools and equipment:</i> technical equipment, specialized licensed programs, maps, atlases, sports equipment.</p>
Focus of the educational program	The Bachelor's educational and professional program is aimed at providing students with theoretical knowledge and general and professional competencies for successful recreation and tourism professional activities.
Key focus of the educational program and specialization	<p>Training of Bachelors of Tourism and Recreation is based on the combination of social science, language and communication, information, technological, local history and recreation, social, educational and economic components.</p> <p><i>Keywords:</i> tourism, tourist, tourism sector, recreational tourist resources, tourist products, excursion, tourist destination, tourist activities, tourism industry, tourist services market.</p>
Program features	The program provides students with theoretical knowledge, practical skills and abilities, appropriate competencies (general and professional); proficiency in professional English (B1) sufficient for successful recreation and tourism professional activities.
4 – Graduates' ability to employment and further study	
Employability	<p>3340 Tourist Instructor</p> <p>3414 Tour Guide</p> <p>3414 Health and Sports Tourism Instructor (by type of tourism)</p> <p>3414 Travel Organizer (tours)</p> <p>3414 Tourist and Hotel Organizer</p> <p>3414 Specialist in Rural Tourism Development</p> <p>3439 Tourist Inspector</p> <p>3414 Specialist in Tourist Services</p> <p>3414 Specialist in Leisure Activities</p> <p>3414 Tourist Safety Specialist</p>
Further study	A possibility to continue study at the second (Master) level of higher education. Acquisition of additional qualifications in the postgraduate education system, acquisition of partial qualifications in other specialties in the higher education system.
5 – Teaching and assessment	
Teaching and learning	<p>Value-oriented unity of learning and practice. Priority of student-centered and problem-oriented learning. Focus on the individual creative approach to learning.</p> <p>Training is carried out in the following forms: classes (lectures, practical classes and seminars), individual tasks, independent work, practical training and control activities.</p>
Assessment	<p>The assessment system is based on the initial performance of students' learning activities during the current and final control within particular forms of the educational process organization: training classes, independent work, practical training, control activities.</p> <p>The overall grade for the discipline is given according to the national and European scale.</p>
6 – Program competencies	
Integral competence	Ability to solve complicated specialized tasks and practical problems in the tourism and recreation sector or during study, which implies application of appropriate theories and methods of geographic science, which form

	<p>tourism studies and are characterized by complexity and uncertainty of conditions.</p>
<p>General competencies (GC)</p>	<p>GC 1. Ability to exercise your rights and obligations as a member of society, realize values of civil (democratic) society and need for its steady growth, supremacy of law, rights and freedoms of individuals and citizens in Ukraine.</p> <p>GC 2. Ability to keep and multiply moral, cultural, scientific values, as well as multiply achievements of society based on the understanding of history and regularities of subject area development, its place in the general system of knowledge about nature and society and in the evolution of society, engineering and technologies, as well as to use different types and forms of physical activity for outdoor activities and a healthy lifestyle.</p> <p>GC 3. Ability to act in a socially conscious manner.</p> <p>GC 4. Ability to abstract thinking, analysis and synthesis.</p> <p>GC 5. Desire to preserve the environment.</p> <p>GC 6. Ability to find, process and analyze information from different sources.</p> <p>GC 7. Ability to work in the international context.</p> <p>GC 8. Skills in applying information and communication technologies.</p> <p>GC 9. Ability to detect, raise and solve problems.</p> <p>GC 10. Ability to talk in a state language both orally and in written form.</p> <p>GC 11. Ability to communicate in a foreign language.</p> <p>GC 12. Interpersonal skills.</p> <p>GC 13. Ability to plan and manage time.</p> <p>GC 14. Ability to work in a team and autonomously.</p>
<p>Specialized (professional, subject) competencies (SC)</p>	<p>SC 1. To know and understand the subject area and the specific character of professional activities.</p> <p>SC 2. Ability to apply knowledge in practical situations.</p> <p>SC 3. Ability to analyze the recreation and tourist potential of the territory.</p> <p>SC 4. Ability to analyze activities of tourism industry entities at all levels of management.</p> <p>SC 5. Ability to develop specific types of tourism in any geographic region.</p> <p>SC 6. To understand processes of tourist travel organization and complex tourist services (hotel, restaurant, transport, excursion, recreational).</p> <p>SC 7. Ability to develop, promote, implement and organize the consumption of tourist products.</p> <p>SC 8. To understand principles, processes and technologies of work organization of tourism industry entities and their subsystems.</p> <p>SC 9. Ability to perform instructional and inspection functions to ensure tourist services and tourist safety.</p> <p>SC 10. Ability to monitor, interpret, analyze and systematize tourist information, ability to present tourist information materials.</p> <p>SC 11. Ability to use information technologies and office equipment in tourist enterprise operations.</p> <p>SC 12. Ability to identify individual tourist needs, apply state-of-the-art tourist service technologies and conduct pretentious work.</p> <p>SC 13. Ability to cooperate with business partners and customers, ability to ensure efficient communication with them.</p> <p>SC 14. Ability to work in the international environment based on a positive attitude to other cultures, respect for diversity and multiculturalism, understanding of local and professional traditions of other countries, recognition of intercultural problems in professional practice.</p>

	<p>SC 15. Ability to act legally, rely on the legislative standards.</p> <p>SC 16. Ability to work with documents and conduct settlement transactions by tourist business entities.</p>
7 – Program learning outcomes (PLO)	
<p>PLO 1. To know, understand and be able to use in practice the key provisions of tourism legislation, national and international standards for tourist services.</p> <p>PLO 2. To know, understand and be able to use in practice the key concepts of tourism theory, organization of the tourist process and tourist activities of tourist services market participants, as well as worldview and related sciences.</p> <p>PLO 3. To organize the process of developing certain types of tourism, taking into account geographical features of the region.</p> <p>PLO 4. To explain the particularities of the organization of recreation and tourist space.</p> <p>PLO 5. To analyze the recreation and tourism potential of the territory.</p> <p>PLO 6. To professionally perform instructional and inspection functions to ensure tourist services and tourist safety.</p> <p>PLO 7. To develop, promote and sell tourist products.</p> <p>PLO 8. To identify tourist documents and be able to use them correctly.</p> <p>PLO 9. To organize the process of serving consumers of tourist services using cutting-edge information, communication and service technologies and complying with quality standards and safety standards.</p> <p>PLO 10. To understand principles, processes and technologies of work organization of tourist business entities and their individual subsystems (administrative, managerial, social, psychological, economic, technical and technological).</p> <p>PLO 11. To know state and foreign languages at the level sufficient for professional activities.</p> <p>PLO 12. To apply skills of efficient communication with consumers of tourist services.</p> <p>PLO 13. To establish contacts with experts in tourism and other industries.</p> <p>PLO 14. To show respect for individual and cultural diversity.</p> <p>PLO 15. To show tolerance for alternative principles and methods of performing professional tasks.</p> <p>PLO 16. To act in accordance with the principles of social responsibility and civic awareness.</p> <p>PLO 17. To manage your own study for self-fulfillment in the professional tourism sector.</p> <p>PLO 18. To assess your knowledge adequately and apply it in various professional situations.</p> <p>PLO 19. To argue your views in solving professional problems.</p> <p>PLO 20. To detect problem situations and suggest their solutions.</p> <p>PLO 21. To make reasoned decisions and take responsibility for the results of your professional activities.</p> <p>PLO 22. To professionally perform tasks in uncertain and extreme situations.</p>	
8 – Resource support of program implementation	
Specific characteristics of staffing	<p>Training in the 242 Tourism and Recreation specialty is provided by the graduate department that meets current licensing requirements due to the performance of scientific and professional activities of the academic staff. The guarantor of the educational program is Khrystyna Solomchak, PhD. To improve the level of professional competence, the academic staff undergo an internship every five years.</p>
Specific characteristics of material and technical support	<p>Proper learning conditions, properly equipped specialized rooms and computer laboratories, all classrooms are interactive.</p> <p>Developed social infrastructure of the university, including: educational and scientific library, dormitories for 750 people, catering facilities, gyms and sports grounds, practical and recreational bases, assembly halls, medical station.</p> <p>State-of-the-art software: MS Word, MS Excel, MS Power Point, Adobe Photoshop, Mozilla Firefox, Skype, Fine Reader; geo-information resources: Google Maps, Google Earth.</p> <p>Specialized software: JS Tour, JS Hotel, JS Catering.</p>

	Students undergo practical training at: extracurricular education institutions featuring tourist groups, tour operators and travel agencies, hospitality institutions, resort locations.
Specific characteristics of information and educational and methodical support	The IEU official website https://ieu.edu.ua/ contains general information about: the University, admission rules, training, scientific and international activities, student life organization, guest lecturers and additional services for the internal and external academic staff (Irregular Student certified courses, GOVORY Foreign Languages Centre, online library, etc.).
9 – Academic mobility	
National credit mobility	Concluded agreements on academic mobility based on bilateral cooperation agreements between International European University and Ukrainian higher education institutions.
International credit mobility	Concluded cooperation agreements with foreign higher education institutions: Kh. Dosmukhamedov Atyrau State University; Kujawy and Pomorze University in Bydgoszcz; University of Rijeka; Caucasus International University; Global University of Science & Technology; Swiss Montreux Business School; Collegium Humanum (Warsaw Management University); Azlette University Paris (France); Karpaga Vinayaga College of Engineering and Technology; MingDao University; Holy Cross college at Notre Dame (Indiana, USA). https://ieu.edu.ua/navchannia/akademichna-mobylnist
Training of foreign students	Training of foreign students is conducted according to legislative requirements and Admission rules of International European University. https://ieu.edu.ua/docs/2021/admission-rules-wo.pdf

2. LIST OF COMPONENTS OF THE EDUCATIONAL PROGRAM AND THEIR LOGICAL SEQUENCE

2.1. List of EP components

Discipline code	Component of the educational program (academic disciplines, term papers, practical training, qualifying paper)	Number of credits	Form of final control
1	2	3	4
Obligatory components of EP			
<i>1. General training course</i>			
OC1	History of Ukrainian Statehood and Culture	4	Exam
OC2	Academic Integrity and Basics of Scientific Research	4	Exam
OC3	Ukrainian (Professional)	4	Exam
OC4	Health and Safety, Labor Protection and Civil Defense	3	Pass/Fail test
OC5	Foreign Language (Professional)	21	Pass/Fail test / Exam
OC6	Digital Technologies for Learning and Professional Activities	4	Exam
OC7	Philosophy, Ethics and Aesthetics	3	Pass/Fail test
OC8	Law	4	Pass/Fail test
OC9	Recreational Geography with Basics of Ecology	4	Exam
OC10	Business Psychology	3	Pass/Fail test
OC11	Higher and Applied Mathematics	8	Pass/Fail test / Exam
OC12	Second Foreign Language	8	Pass/Fail test / Exam
<i>2. Professional training course</i>			
OC13	Geography of Tourism and Recreation	4	Exam
OC14	History of Tourism	4	Exam
OC15	Tourism Studies: Introduction to the Specialty	4	Exam
OC16	Tourist Country Studies (In English)	3	Exam
OC17	Tourist Country Studies	5	Exam/term paper
OC18	Sports, Tourist and Regional Activities of Education Institutions	4	Exam
OC19	Social and Educational Technologies in Tourism	4	Exam
OC20	Recreational and Entertaining Technologies in Tourism	3	Exam
OC21	Recreation and Leisure Studies, Spa Medicine	4	Exam
OC22	Intercultural Communication (In English)	4	Exam
OC23	Organization of Recreational and Tour Services	4	Exam
OC24	Organization of Hotel and Restaurant Business	4	Exam
OC25	Legal Regulation of Tourist Activities	4	Exam
OC26	Tour Operating	4	Exam
OC27	State And Municipal Management in Tourism	4	Exam
OC28	Workshop on Software for Hospitality and Tourism Enterprises	3	Exam
OC29	Family Tourism	5	Exam/term paper
OC30	Tourism Economy	4	Exam
OC31	Tourist Innovation Management	4	Exam
OC32	Tourism Management	4	Exam
OC33	Marketing and Branding of Tourist Destinations	4	Exam
OC34	Security in Tourism and Tourist Formalities	4	Exam
Practical training			

OC35	Professional Practical Training	4	Pass/Fail test
OC36	Technological Practical Training	6	Pass/Fail test
OC37	Pre-Graduation Practical Training	4	Pass/Fail test
Examination			
OC38	Certification Exam	3	Exam
OC39	Qualifying Paper	6	Defense of qualifying paper
Total number of obligatory components		180 credits	
Total number of elective disciplines		60 credits	
TOTAL CAPACITY OF THE EDUCATIONAL PROGRAM		240 credits	

3. FORM OF STUDENT EXAMINATION

The examination of graduates of the Bachelor's Travel and Hospitality Business educational and professional program, specialty: 242 Tourism and Recreation, is conducted in the form of certification exam.

The certification exam allows assessing the achievement of learning outcomes stipulated by the educational program.

Public defense of the qualifying paper includes theoretical and analytical generalizations or solutions of a practical problem in tourism and recreation using theories and methods of tourism studies.

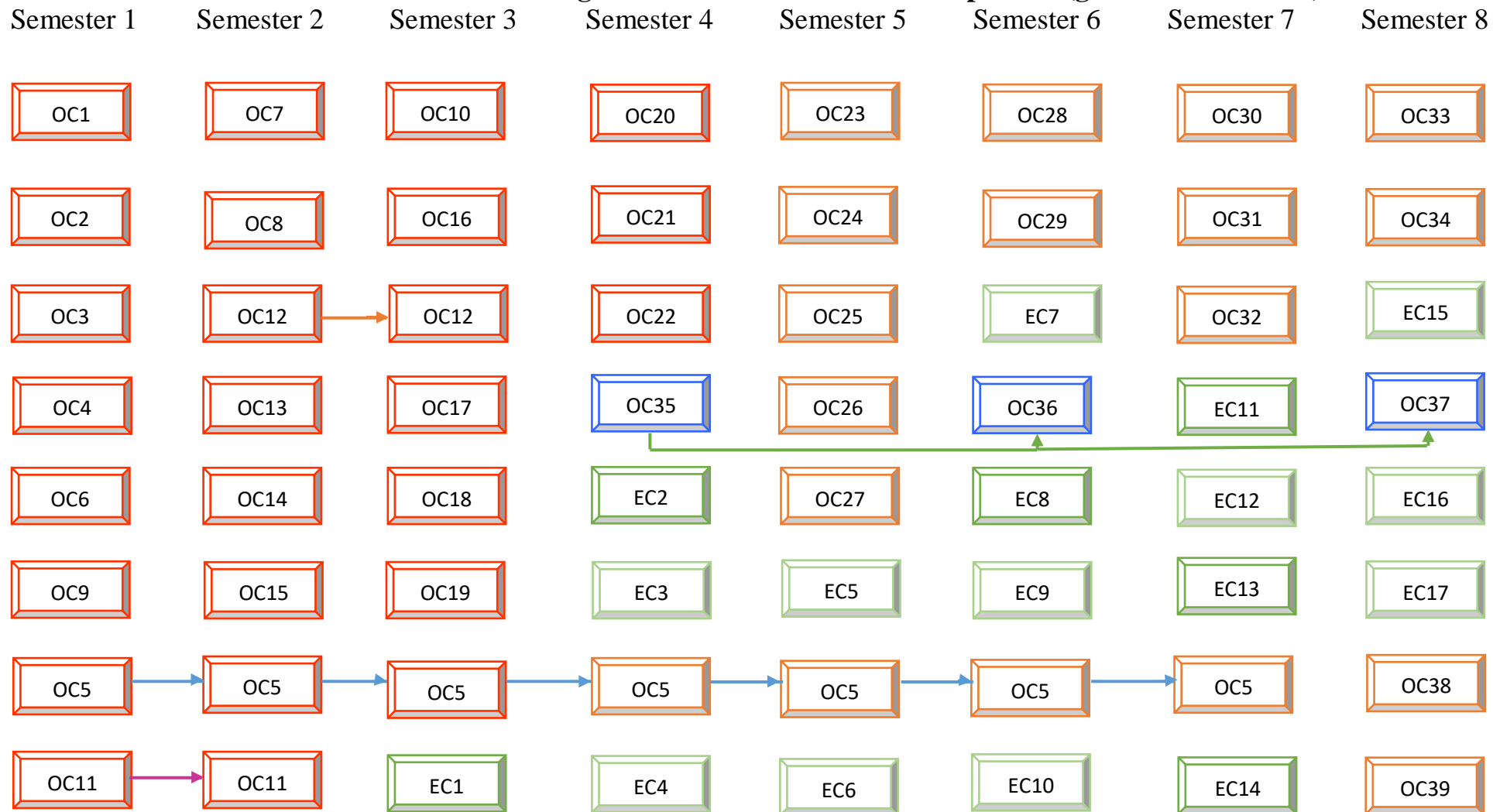
2.1. Requirements for the system of internal higher education quality


International European University has the system of internal higher education quality assurance (internal quality assurance system) that includes the following procedures and measures:


- definition of principles and procedures of higher education quality assurance;
- monitoring and periodical review of educational programs;
- annual assessment of students, academic and teaching staff of the University and regular announcement of the assessment results on the official website of the University, information stands or in any other way;
- advanced training of the teaching, scientific and academic staff;
- availability of resources required to organize the educational process, including independent work of students due to each educational program;
- availability of information systems for efficient management of the educational process;
- publicity of information about educational programs, higher education degrees and qualifications;
- compliance with academic integrity among the University personnel and students, including creation and functioning of the efficient system for preventing and detecting academic plagiarism;
- other procedures and measures.

The system of internal higher education quality assurance (internal quality assurance system) is assessed as requested by the University by the National Agency for Higher Education Quality Assurance (NAQA) or independent institutions of higher education quality assessment and assurance accredited by NAQA for its compliance with the requirements of the higher education quality assurance system approved by NAQA, international standards and recommendations for higher education quality assurance.

Structural and logical scheme of the educational process (generalized version)

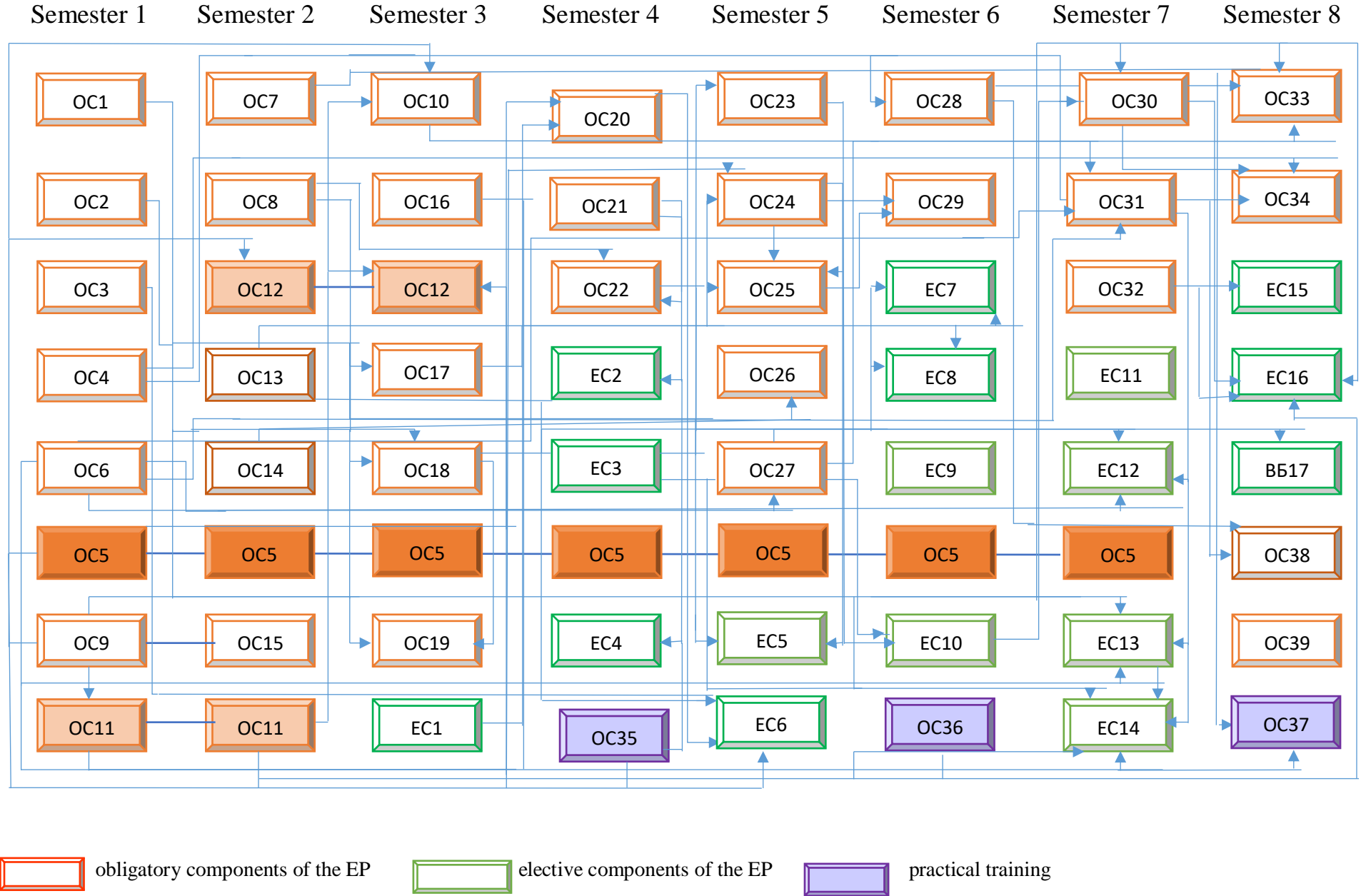


 obligatory components of the EP

 elective components of the EP

 practical training

Structural and logical scheme of the educational process (extended version)



5. MATRICES OF COMPLIANCE OF PROGRAM COMPETENCIES WITH COMPONENTS OF THE EDUCATIONAL AND PROFESSIONAL PROGRAM

5.1. Matrix of compliance of program competencies with components of the educational program

	OC1	OC2	OC3	OC4	OC5	OC6	OC7	OC8	OC9	OC10	OC11	OC12	OC13	OC14	OC15	OC16	OC17	OC18	OC19	OC20	OC21	OC22	OC23	OC24	OC25	OC26	OC27	OC28	OC29	OC30	OC31	OC32	OC33	OC34	OC35	OC36	OC37	OC38	OC39			
GC 1						♦		♦																		♦												♦	♦			
GC 2							♦							♦															♦										♦	♦		
GC 3		♦		♦					♦	♦																♦													♦	♦		
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GC 9				♦							♦																												♦	♦		
GC 10			♦																																				♦	♦		
GC 11					♦							♦					♦						♦																♦	♦		
GC 12						♦				♦																		♦											♦	♦		
GC 13																													♦		♦						♦			♦	♦	
GC 14	♦				♦							♦																						♦			♦		♦	♦		
SC 1															♦			♦																			♦	♦	♦			
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