



INTERNATIONAL EUROPEAN UNIVERSITY

EDUCATIONAL AND PROFESSIONAL PROGRAM: INTERNATIONAL TRAVEL AND HOSPITALITY BUSINESS

second (Master) level

specialty: 242 Tourism and Recreation

knowledge area: 24 Service Sector

qualification: Master of Tourism

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 International Travel and Hospitality Business educational and professional program of the second (Master) 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 for the Second (Master) Level of Higher Education dd. February 21, 2022, No. 209.

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 Master'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 International Travel and Hospitality Business educational and professional program is developed by the working group consisting of:

No.	Full name	Position	Academic degree, academic title
1.	Oleh Rud (guarantor of the EP)	Associate Professor at the Department of Social Sciences and Humanities of International European University	PhD in History
2.	Liudmyla Aleksieienko-Lemovska	Professor at the Department of Social Sciences and Humanities of International European University	PhD in Pedagogy, Associate Professor
3.	Khrystyna Solomchak	Associate Professor at the Department of Social Sciences and Humanities of International European University	PhD
4.	Ivan Mozhovyi	Professor at the Department of Social Sciences and Humanities of International European University	PhD

Stakeholders involved in the development of the educational program:

No.	Full name	Job, position
1.	Serhii Kapustin	CEO at Artek International Child Centre
2.	Mykola Derbak	Director of Synevyr National Nature Park, PhD
3.	Ivan Koshelia	Director of Karpaty Clinical Sanatorium

Profile of the educational and professional program
specialty: 242 Tourism and Recreation
knowledge area: 24 Service Sector
qualification: Master of Tourism

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
Level of higher education	Second (Master) level
Degree of higher education	Master
Knowledge area	24 Service Sector
Specialty	242 Tourism and Recreation
Name of the educational program	International Travel and Hospitality Business
Educational qualification	Master of Tourism
Official name of the educational and professional program	International Travel and Hospitality Business of the second (Master) level in the specialty: 242 Tourism and Recreation
Type of diploma and capacity of the educational program	Master’s Degree Diploma, 90 ECTS credits
Accreditation	Initial accreditation in 2025.
Cycle/level	FQ-EHEA – second cycle EQF-LLL – 7 th level NQF of Ukraine – 7 th level
Background	Individuals eligible for admission to the educational and professional program should have a Bachelor's or Specialist's degree verified by a state-recognized document.
Language(s) of instruction	Ukrainian, English
Validity of the educational and professional program	2024-2025, until the next regular update
Internet address of constant placement of educational program description	https://ieu.edu.ua/navchannia/osvitni-prohramy
2. Goal of the educational program	
Goal of the educational program	To train highly qualified specialists with advanced knowledge of a foreign language for efficient work in international tourism and hospitality.
3. Characteristics of the educational program	
Focus of the educational and professional program	Educational and professional
Key focus of the	The program is aimed at developing knowledge and skills required

educational program	<p>to solve tasks related to the organization, planning, innovative development, and management of tourism and hospitality enterprises, ensuring the provision of high-quality services at both national and international levels.</p> <p>Key words: international travel business, strategic planning, destination management, strategic marketing, innovative development, project management.</p>
Subject area (knowledge area, specialty)	<p>Knowledge area: 24 Service Sector Specialty: 242 Tourism and Recreation Educational and professional program: International Travel and Hospitality Business</p> <p>Object of study and/or activities:</p> <ul style="list-style-type: none"> - tourism as a social phenomenon and a complex, dynamic system that includes objects, phenomena, conditions, and processes of geographical, economic, organizational, legal, social, cultural, ecological, and psychological nature related to safe travel and tourist services; - tourism as an area of professional activities of subjects of the tourism industry focused on the organization and management of the tourism process at various hierarchical levels, ensuring the functioning and development of the travel market. <p>Learning objectives: to develop the ability to solve research, innovative, and/or managerial tasks in tourism and recreation.</p> <p>Theoretical content of the subject area: key terms, categories, concepts, and principles that define the specifics of how entities within the tourism and recreation industry operate at various hierarchical levels of territorial management and tourism business.</p> <p>Methods, techniques and technologies: spatial, temporal, social, cultural, ecological, economic, mathematical, and non-financial analysis, as well as synthesis, forecasting, project management, and the use of digital technologies.</p> <p>Tools and equipment: specialized software, integrated databases, cartographic sources; specialized classrooms or laboratories.</p>
Features of the educational and professional program	<p>The program stands out for its comprehensive training of specialists in tourism and hospitality, taking into account the latest international standards and industry requirements. It emphasizes the profound knowledge of foreign languages as a key instrumental competency to efficiently unlock the professional potential in the global tourism market. Students not only gain in-depth knowledge in economic, managerial, and marketing aspects of tourism but also develop intercultural communication, leadership, and entrepreneurial skills essential for a successful career in the global environment.</p>
4. Graduates' ability to employment and further study	
Employability	<p>Work at institutions, establishments, enterprises of various forms of ownership, as well as their associations, in public administration bodies for tourism at various levels, and at public tourism organizations. They are eligible for entry-level positions according to the job titles specified in the National Classifier of Ukraine DK 003:2010, namely:</p> <p>1210.1 Head of Enterprises, Institutions, and Organizations 1238 Project and Program Manager</p>

	1448.1 Manager (Administrator) for Organizing Activities at Travel Agencies and Tour Operators 2481 Professionals in Tourism 2481.2 Tourism Specialist 2213.2 Recreation Specialist
Further study	Graduates have the right to continue their study at the third educational and scientific level of higher education, to academic mobility, and to acquire additional qualifications in the adult education system.
5. Teaching and assessment	
Teaching and learning	Priority of student-centered and problem-oriented learning. Value-oriented unity of learning and practice. Focus on the individual creative approach to learning, initiative learning. The use of interactive, project, team, and context learning technologies. Training is carried out in the following forms: classes (lectures, practical classes and seminars), individual tasks, independent work, practical training and control activities.
Assessment	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. The overall grade for the discipline is given according to the national and European scale.
6. Program competencies	
Integral competence (IC)	The ability to solve complex research and/or innovative problems in tourism and recreation.
General competencies (GC)	GC1. Ability to organize, plan, and forecast activity results. GC2. Ability to conduct professional activities in international and national environments. GC3. Ability to communicate in a foreign language. GC4. Ability to develop and manage projects. GC5. Ability to assess and ensure the quality of the work performed. GC6. Ability to abstract thinking, analysis, and synthesis. GC7. Ability to identify, set, and solve problems.
Specialized (professional, subject) competencies (SC)	SC1. Ability to apply the categorical and terminological apparatus, concepts, methods, and tools of sciences that form the scientific basis of tourism and recreation in professional activities. SC2. Ability to plan and conduct scientific and/or applied research in tourism and recreation. SC3. Ability to manage the tourism process in the public sector, in tourist destinations, and at tourism enterprises at various hierarchical levels. SC4. Ability to organize activities and cooperation of entities on regional, national, and international tourism markets based on sustainable development, taking into account global experience. SC5. Ability to utilize tools for collecting and processing information, analyzing, and managing tourism information. SC6. Ability to analyze, forecast, and plan business processes and geospatial planning in tourism and recreation. SC7. Ability to develop and implement innovations in activities of tourism market entities.
Specialized	SC8. Ability to freely use specialized terminology in a foreign

(professional, subject) competencies (SC) defined by the higher education institution	language to solve professional tasks. SC9. Ability to efficiently develop one’s communicative strategy in the context of an intercultural professional environment.
7. Program learning outcomes (PLO)	
Program learning outcomes (PLO)	<p>PLO1. Specialized conceptual knowledge that includes modern scientific achievements and critical understanding of problems in tourism and recreation and at the intersection of knowledge areas.</p> <p>PLO2. Specialized skills necessary for solving problems required to conduct research and/or carry out innovative activities aimed at developing new knowledge and procedures in tourism and recreation.</p> <p>PLO3. To apply modern digital technologies, methods, and tools of research and innovative activities to solve complex problems in tourism and recreation.</p> <p>PLO4. To conduct the analysis of the geospatial organization of the tourism process and design its strategic development based on sustainability.</p> <p>PLO5. To carry out a comprehensive analysis and assessment of the functioning of the tourism market at various hierarchical levels and to forecast its development trends.</p> <p>PLO6. To analyze and assess activities of market participants in tourism, planning the results of their strategic development.</p> <p>PLO7. To organize cooperation with stakeholders, developing mechanisms for interaction among market participants in tourism, taking into account aspects of social and ethical responsibility.</p> <p>PLO8. To manage processes within the tourism and recreation industry at various hierarchical levels that are complex, unpredictable, and require new strategic approaches.</p> <p>PLO9. To develop and implement projects in tourism and recreation based on economic, social, and ecological efficiency.</p> <p>PLO10. To make effective decisions in tourism and recreation regarding the resolution of a wide range of issues, including the safety and quality of tourist services.</p> <p>PLO11. To communicate fluently in the state and foreign languages, both orally and in writing, to discuss professional issues and present research results and projects in tourism and recreation.</p> <p>PLO12. To analyze, formulate, and implement national and regional tourism policies, improving management mechanisms for tourist destinations at national, regional, and local levels.</p>
Program learning outcomes defined by the higher education institution	<p>PLO13. To work with foreign information sources, developing a research plan and strategies for practical activities.</p> <p>PLO14. To use a foreign language to organize efficient intercultural communication at both personal and professional levels.</p>
8. Resource support of program implementation	
Staffing	Training in the 242 Tourism and Recreation specialty is provided by the graduate department that meets current legislative and licensing requirements due to the performance of scientific and professional activities of the academic staff.
Material and technical support	Proper learning conditions, properly equipped specialized rooms and computer laboratories, all classrooms are interactive.

	<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> <p>Students undergo practical training at: extracurricular education institutions featuring tourist groups, tour operators and travel agencies, hospitality institutions, resort locations.</p>
Information, educational and methodical support	<p>Information support:</p> <ol style="list-style-type: none"> 1. Provision of the library with national and foreign professional periodicals of relevant or related profiles, including in foreign languages. 2. The IEU official website (https://ie.u.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.). 3. Website of the European Business School (https://business.ie.u.edu.ua) 4. Website of the Department of Social Sciences and Humanities (https://business.ie.u.edu.ua/pro-yemsh/struktura-kafedry-vykladachi/kafedry/kafedra-turyzmu) <p>Educational and methodical support:</p> <ol style="list-style-type: none"> 1. Curriculum and work plan. 2. Working program in each academic discipline of the curriculum. 3. Set of educational and methodical materials in each academic discipline of the curriculum. 4. Practical training program (integrated practical training program), working programs of practical training. 5. Educational materials in each academic discipline of the curriculum. 6. Methodical materials for conducting the examination of students.
9. Academic mobility	
National credit mobility	<p>Concluded agreements on academic mobility based on bilateral cooperation agreements between International European University and Ukrainian higher education institutions.</p>
International credit mobility	<p>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).</p> <p>https://ie.u.edu.ua/navchannia/akademichna-mobylnist</p>
Training of foreign students	<p>Training of foreign students is conducted according to legislative requirements and Admission rules of International European</p>

	University: https://ieu.edu.ua/mizhnarodna-dialnist/pravyla-pryiomu-navchannia-ta-prozhyvannia-inozemnykh-studentiv
--	---

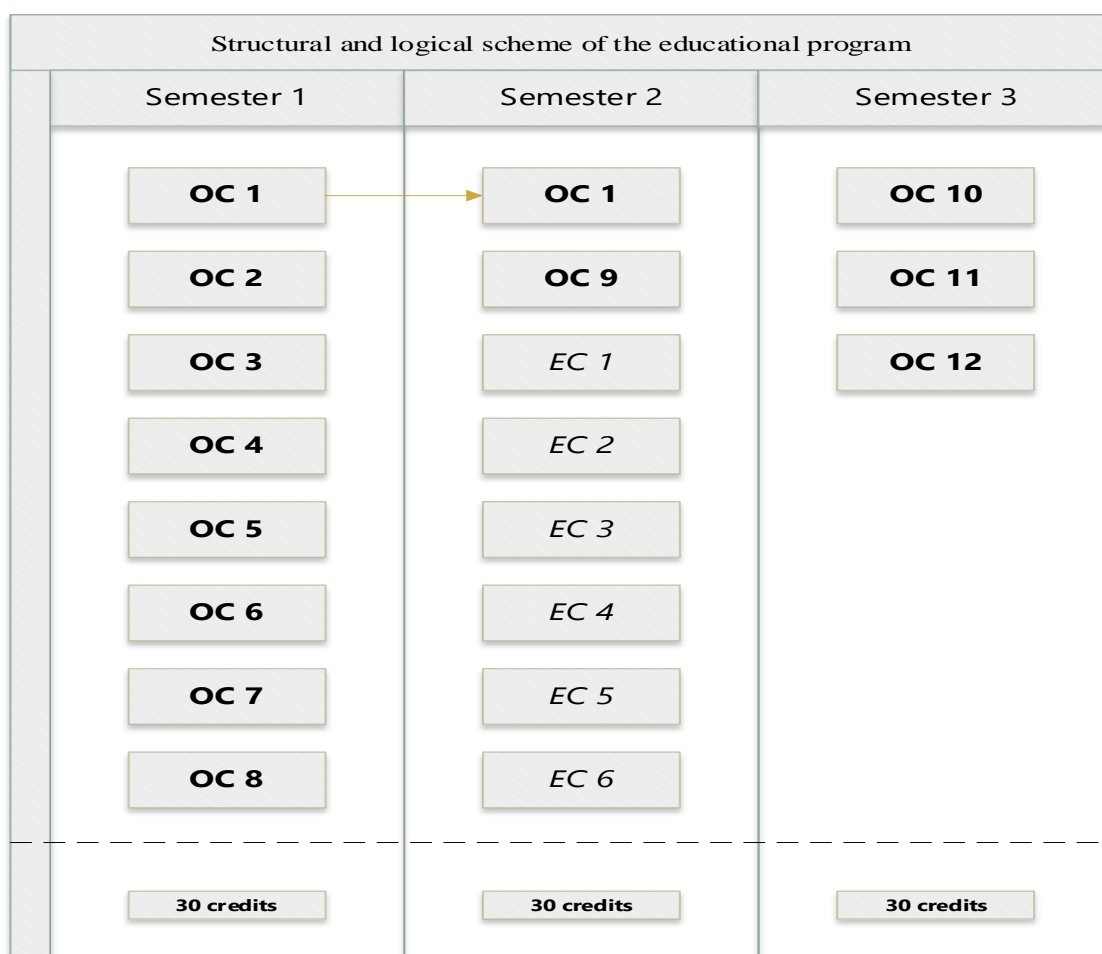
2. LIST OF COMPONENTS OF THE EDUCATIONAL PROGRAM AND THEIR LOGICAL SEQUENCE

2.1. List of components of the educational and professional program

Discipline code	Components of the educational program (academic disciplines, practical training)	Number of credits	Form of final control
1	2	3	4
1. Obligatory educational components			
1.1. General training course			
OC 1.	Professional Foreign Language	6.0	Pass/Fail test, exam
OC 2.	Ethics and Organizational Culture in Professional Activities	3.0	Pass/Fail test
OC 3.	Organization of Scientific Research	4.0	Pass/Fail test
OC 4.	Information Technology in Professional Activities	4.0	Pass/Fail test
Number of general training components		17.0	
1.2. Professional and practical training course			
OC 5	International Travel Business	4.0	Exam
OC 6	Management of Tourist Destinations	4.0	Exam
OC 7	Sustainable Development of the Travel and Hospitality Industry	4.0	Exam
OC 8	Business Planning in Tourism	4.0	Exam
OC 9	Quality Management of Services in Tourism and Hospitality	3.0	Exam
Number of professional and practical training components		19.0	
1.3. Practical training and final examination			
OC 10	On-the-Job Training	8.0	Pass/Fail test
OC 11	Pre-Graduation Practical Training	6.0	Pass/Fail test
OC 12	Qualifying Paper	16.0	Defense
Total amount of practical training and final examination		30.0	
Total number of obligatory components		66.0	
2. Elective components			
EC 1	Elective discipline 1	4.0	Pass/Fail test
EC 2	Elective discipline 2	4.0	Pass/Fail test
EC 3	Elective discipline 3	4.0	Pass/Fail test
EC 4	Elective discipline 4	4.0	Pass/Fail test
EC 5	Elective discipline 5	4.0	Pass/Fail test

EC 6	Elective discipline 6	4.0	Pass/Fail test
Number of elective components:		24.0	
TOTAL CAPACITY OF THE EDUCATIONAL AND PROFESSIONAL PROGRAM		90.0	

2.2. Structural and logical scheme of the educational program



3. FORM OF STUDENT EXAMINATION

Forms of student examination	The examination is conducted in the form of public defense of the qualifying paper.
Qualifying paper requirements (if any)	A qualifying paper should solve a complex research and/or innovative task or problem in tourism and recreation. The qualifying paper should not contain academic plagiarism, falsification and copying. The qualifying paper should be published on the official website of the institution or its unit, or in the repository of the higher education institution.
Public defense requirements (demonstration)	Presentation of the completed qualifying paper, results of the originality check; feedback from the academic supervisor and external reviewer.

4. SYSTEM OF INTERNAL HIGHER EDUCATION QUALITY ASSURANCE

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.

