



SYLLABUS OF THE EDUCATIONAL DISCIPLINE

"TRAVEL AGENCY ACTIVITY"

The component of the educational program is *optional* (4 credits)

Educational and professional program	"Management of the tourism industry"
Specialty	073 "Management"
Field of knowledge	07 "Management and administration"
Level of higher education	the second (master's)
The language of instruction	English
Teacher profile(s)	Tsependa Mykola Mykhailovych, assistant professor of the Department of Economic Geography and Environmental Management, candidate of geographical sciences, associate professor https://ecogeo.chnu.edu.ua/spivrobitnyky/pr/ofesorsko-vykladatskyi-sklad/tsependa-mykola-mykhailovych/
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Course page in Moodle	https://moodle.chnu.edu.ua/course/view.php?id=5553
Consultations	on Tuesday`s from 14.30 to 16.00

ABSTRACT OF THE EDUCATIONAL DISCIPLINE

The purpose of studying the course "Travel agency activity" is to form a system of basic knowledge and practical skills on the basics of organizing the work of a tourism agent in a travel agency, to develop competencies:

- acquiring skills in selecting a tourist product, presenting it to tourists, using practical techniques and methods of selling a tourist product;
- master the methods of interaction of the manager with the client with a positive end of the sales cycle;
- the ability to professionally book a tourist product and close the client's objections.

EDUCATIONAL CONTENT OF THE EDUCATIONAL COMPONENT

MODULE 1	
Topic 1	Introduction to the course: general theoretical information
Topic 2	Determining the needs of tourists - consumers of tourist services
Topic 3	Selection of a tourist product
Topic 4	Selling a tourist product
MODULE 2	
Topic 5	Overview of tourist products of leading tour operators
Topic 6	Features of booking certain tourist services
Topic 7	Documentary registration of the sale of a tourist product
Topic 8	Marketing of a tourist enterprise

EDUCATIONAL TECHNOLOGIES, FORMS AND METHODS OF LEARNING

Innovative educational technologies are used in the process of studying the academic discipline: information and communication technologies, student-centered learning technologies; traditional and interactive forms and methods of learning, including: lecture, conversation, practical work, illustration, independent work with literature, discussion.

FORMS AND METHODS OF CONTROL AND EVALUATION

Current control: oral survey, essay, practical work, testing, thematic and modular control work.

Final control – credit.

CRITERIA FOR ASSESSMENT OF LEARNING RESULTS

Evaluation of program learning outcomes of education seekers is carried out according to the European Credit Transfer System (ECTS) scale.

The criterion for successful evaluation is the achievement by the student of higher education of the minimum threshold levels (points) for each planned learning outcome.

ACADEMIC INTEGRITY POLICY

Compliance with the policy on academic integrity by participants in the educational process when studying an academic discipline is regulated by the following documents:

- ✓ "Ethical Code of Yuri Fedkovich Chernivtsi National University"
<https://www.chnu.edu.ua/media/jxdfs0zb/etychnyi-kodeks-chernivets-koho-natsionalnoho-universytetu.pdf> ;
- ✓ "Regulations on detection and prevention of academic plagiarism at Yuriy Fedkovich Chernivtsi National

University" <https://www.chnu.edu.ua/media/n5nbzwgb/polozhennia-chnu-pro-plahi-at-2023plusdodatky-31102023.pdf> .

INFORMATION RESOURCES

1. Державна служба статистики України. URL: <http://www.ukrstat.gov.ua/>
2. Дядечко Л.П. Економіка туристичного бізнесу К.: Центр учбової літератури, 2007. 224 с. URL: https://library.udpu.edu.ua/library_files/417697.pdf
3. Гонтаржевська Л.І. Ринок туристичних послуг в Україні: Навч. посіб. Донецьк: Східний видавничий дім, 2008. 180 с. URL: https://tourlib.net/books_ukr/gontarzhevska.htm
4. Мальська М.П. Худо В.В. Туристичний бізнес: теорія та практика. Київ: Центр навчальної літератури, 2007. 424 с. URL: https://tourlib.net/books_ukr/malska-turbiznes.htm
5. Eurostat. URL: <http://ec.europa.eu/eurostat>
6. Entrepreneurship. URL: <https://www.usnews.com/news/bestcountries/entrepreneurship-rankings>
7. UNWTO World Tourism Barometr. URL: <http://mkt.unwto.org/barometer>
8. UNWTO. URL: <http://www2.unwto.org/>

Detailed information on the educational discipline "Travel agency activity" is covered in the presentation
[\(link to the presentation, which is an announcement about the selection of students\)](#)