* 1. **Name of module: Foundations turyzmozmavstvo**
	2. **Unit code:TOTHRB\_6\_OND.23\_4**
	3. **Type module: compulsory**
	4. **Semester: 2**
	5. **The volume of the module: total hours - 120 (ECTS credits - 4); contact hours - 72 (t. h. lectures - 38 hours., practical - 34 hours).**
	6. **Lecturer** Litvin O.V. teacher
	7. **Learning outcomes:**

A study module student **ought** **en:**

**know:** the nature of concepts " tourism ", " tourist ", " travel services ", " tourist product "; classification approaches in the field of hospitality and tourism; theoretical aspects of tourism, tourism policy guidelines for the development of the country and prospects; key elements in tourism service technologies , functions and schemes of service organizers and sellers of tourism products, content peredrealizatsiynyh processes in tourism;

**in** **myths** analyze the processes of development of tourism and develop effective tools for organizing tourism activities , taking into account market conditions, domestic and international tourism market.

**Mode of delivery:**auditorium classes**.**

* 1. **Necessary preliminary and co-requisites:**

 **prerekvizyty:**The history of world tourism

**korekvizyty:**Economy of tourism

* 1. **Contents:**

Travel and Tourism. The definition of " tourist". The classification of types and forms of tourism. The tourist product. Turopereytynh. Services in accommodation establishments. Catering tourists. Production and servicing software tour. Quality tourism product. The tourist market. Regulatory mechanisms tourism market. Conditions The tourist market. Patterns functioning of the tourism market.

**11.** **Recommended Books:**

1. Бабарицька В.К. Менеджмент туризму. Туроперейтинг. Понятійно-термінологічні основи, сервісне забезпечення тур продукту: Навчальний посібник / В.К. Бабарицька, О.Ю. Малиновський. – К.: Альтерпрес, 2004. – 288 с.
2. Організація туризму: підручник / І.М. Писаревський, С.О. Погасій, М.М. Поколодний та ін.; за ред. І.М. Писаревського. – Х. ХНАМГ, 2008. – 541 с.

**1 2.** **Planned learning activities and teaching methods:** lectures, seminars, independent work

**13.** **Assessment methods:**

* P otochnyy control (70%) - oral questioning, testing on individual educational and research objectives
* Pi dsumkovyy control (30%) - exem (theoretical questions, tests)

 **14.** **Language of instruction:** Ukrainian