1. **Name of module**: Management a tourist enterprise
2. **Code module**: ТОТГРС. 7\_29\_3
3. **Type module**: compulsory
4. **Semester:** 8
5. **The volume of the module**:the total number of hours - 90 (ECTS credits - 3); contact hours - 36 (lectures - 20 hours., practical - 16 hours).
6. **Lecturer**: Litvin Oksana V. - teacher
7. **Learning outcomes:**A result of mastering of the course students should **know**: organizational and functional basis of management by travel agencies; peculiarities of strategic management in tourism; Analysis of regional tourism management; innovative management of tourism; peculiarities of management of investment program of tourism development;

**be able to:** examine innovative project; develop a communication strategy of tourism firms; determine the impact of technological innovation on the efficiency of tourism business; to shape strategy for the development of tourism firms.

**Method of delivery**: auditorium classes.

1. **Necessary preliminary and concomitant requisites**:

**prerekvizyty**: turyzmoznavstva foundations, insurance tourism, infrastructure tourism, tourism economics, tourism market

**korekvizyty:** turyzmoznavstvo , international tourism , project management in tourism, national tourism development strategy

**Contents module:**

Theoretical bases of management of tourism enterprises. Key terms, definitions and concepts of management categories of tourism. System and structure the management of tourism business. Functions, principles and methods of management of tourism business. The organization of tourism enterprises. The procedure for the establishment of tourism enterprises. Licensing, certification, standardization and reporting in the tourism business. The development of routes and the formation stages. Technology customer service. Transport and excursion service of tourists. Technology industr tourism. Process management of labor and personnel of the hotel establishments, and tourism. Managerial decision-making. Conflict management in the organization. Contractual relations in the tourism business .The leadership: power, style, authority, management efficiency.

1. **Suggested reading**:

1. Кудла Н.Є. Менеджмент туристичного підприємства: Підручник. / Н.Є. Кудла — К., 2012. — 343 с.

2. Школа І.М. Менеджмент туристичної індустрії: навчальний посібник / За ред. проф. І.М. Школи. – Чернівці: ЧТЕІ КНТЕУ, 2003. – 662 с.

1. **Forms and methods**: lectures, practical classes, independent work
2. **Assessment methods and criteria:**

• The current control (75%) - oral questioning, testing, individual educational and research objectives

• The final control (25%) - Test (theoretical questions, tests)

1. **Language of instruction**: Ukrainian