

## TITLE OF THE COURSE

**Tour Operating**

## LECTURER

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## DEPARTMENT

**Marketing and Tourism**[ct@mu.edu.ua](mailto:ct@mu.edu.ua)**5**

ects

**70 / 80**auditorium hours (contact time) /  
self-study**Exam**

assessment form

## DEGREE

**first (bachelor's  
degree)**

## TEACHING PERIOD

**3-rd year of study  
6 semester**

## LANGUAGE OF INSTRUCTIONS

**Ukrainian**

## COURSE STATUS

Compulsory for students of the "Tourism" study program (study field 242 "Tourism and Recreation")

## PREREQUISITES

To know, understand, and be able to apply basic concepts from the tourism theoretical basis, organization of tourist flow and tourist activities of market entities in practice; to know and understand the main forms and types of tourism, their types; to analyze the recreational- tourist potential of the territory, the acquisition of which is provided by the course "Tourism Organization", "Marketing in Tourism", "Management in Tourism", "Tourism Economics", "Accounting and Audit", "Legal Regulation of Tourist Activities".

## ANNOTATION

The course considers Tour Operating as a system of tourist market entities interaction for studying demand, development, implementation, and organization of tourist products consumption. The relevance of the course is due to the European integration processes in Ukraine, which results in the formation of modern competencies in tour operating for future tourism professionals based on European experience. During seminars and self-study, students will work in teams and learn to use tour operating tools, conduct research and project work.

The course is aimed at achieving program learning outcomes for the "Tourism" study program:

- LO 10 - to understand the principles, processes, and technologies of organizing the work of a s tourist business entities and its individual subsystems (administrative-management, socio-psychological, economic, technical-technological);
- LO 06 - to apply in practical activities the principles and methods of organizing and servicing tourists;
- LO 02 - to know, understand, and be able to apply basic concepts from the theory of tourism, the organization of the tourist process and the tourist activities of tourist market entities in practice, as well as philosophical and related sciences;

and also contributes to achieving other program learning outcomes for the study program:

- o LO 01 - to know, understand, and be able to apply in practice the basic provisions of tourism legislation, national and international standards for serving tourists;
- o LO 08 - to identify tourism documentation and know how to use it correctly;
- o LO 09 - to organize the process of servicing consumers of tourism services based on the use of modern information, communication, and service technologies and compliance with quality standards and safety norms;
- o LO 21 - to make informed decisions and take responsibility for the results of professional activities;
- o LO 23 - to know how to organize the activities of a department, team, group, to distribute tasks, carry out ongoing monitoring and correction of results of individual and group activities, objectively evaluate the achievements of employees, develop work plans, management and communication structures.

#### INTERDISCIPLINARY

Course is synthesizing tourist market entities and knowledge from tourism and recreation, hotel and restaurant business, management, marketing, finance, accounting and taxation, and law.

#### GOALS OF THE COURSE

To develop the ability to organize the activities of a tour operator, to interact with providers of tourist services, to develop tourist products and financial models for their implementation, and marketing strategies for their promotion based on knowledge and understanding of tour planning, tour operating, and its innovative technologies

#### CONTENT OF THE COURSE

##### Module 1. Basics of tour operating and tour planning

<i>Learning outcomes</i>	LO01 - to know, understand, and be able to apply in practice the basic provisions of tourism legislation, national and international standards for serving tourists; LO02 - to know, understand, and be able to apply in practice basic concepts from the theory of tourism, the organization of the tourist process and the tourist activities of market subjects in practice, as well as philosophical and related sciences; LO06 - to apply the principles and methods of organizing and servicing tourists.
<i>Presentation lecture (2 hours)</i>	An enterprise of the tourism industry as an object of management
<i>Seminar (2 hours)</i>	Teamwork for completing tasks on situational modeling
<i>Presentation lecture (4 hours)</i>	Tour operating and agency activities in tourism
<i>Seminar (4 hours)</i>	Discussion, presentations on individual topics
<i>Presentation lecture (2 hours)</i>	Tourist product as the subject of tour operator activity
<i>Seminar (2 hours)</i>	Module test 1
<i>Self-study (20 hours.)</i>	<ul style="list-style-type: none"> <li>o To perform tasks for self-study work;</li> <li>o To complete the first individual practical task;</li> <li>o First stage of the teamwork on developing a tourist product based on research of the territorial community's demand. Education groups are formed with 5-7 participants."</li> </ul>
<i>Sources</i>	<ol style="list-style-type: none"> <li>1. Stoyka A., Horiunova K. Tour Operating [e-source] : study guide. – Kyiv : MSU, 2024. – 182 p. – URL: <a href="https://11l.innk/s6SBk">https://11l.innk/s6SBk</a></li> <li>2. Tour operating: textbook / prof. V.Ya. Brych. Ternopil, 2017. 440 p. <a href="https://11l.innk/gjihV">https://11l.innk/gjihV</a> c. 53-93</li> <li>3. Tour operating business. Sukru Yarcan, Gurel Qetin <a href="https://11l.innk/NLI3I">https://11l.innk/NLI3I</a></li> <li>4. Goryushkina, N. Y., Shkurkin, D. V., Petrenko, A. S., Demin, S. Y., &amp; Yarovaya, N. S. (2018). Marketing Management in the Sphere of Hotel and Tourist Services. <i>International Review of Management and Marketing</i>. URL: <a href="https://11l.innk/Khpsk">https://11l.innk/Khpsk</a></li> <li>5. Journal of Hospitality Marketing &amp; Management. URL: <a href="https://11l.innk/MKSce">https://11l.innk/MKSce</a></li> <li>6. Analytical and statistical data in official cite of European Union. URL: <a href="http://europa.eu">http://europa.eu</a>.</li> <li>7. Official cite of statistical service of European Union. URL: <a href="https://ec.europa.eu/eurostat">https://ec.europa.eu/eurostat</a>.</li> <li>8. Statistical service of Ukraine: web-site. URL :<a href="http://www.ukrstat.gov.ua/">http://www.ukrstat.gov.ua/</a></li> </ol>

	9. World Tourism Organization. URL : <a href="https://www.unwto.org/">https://www.unwto.org/</a>
<i>Informal education</i>	Online course "Tour Operating for Managers" from the National Tourist Organization of Ukraine on the educational platform - PROMETHEUS.ORG.UA <a href="https://1ll.ink/66dBh">https://1ll.ink/66dBh</a>

## Module 2. Technological processes of tour operating

<i>Learning outcomes</i>	LO08 - to identify tourist documentation and know how to use it correctly; LO09 - to organize the process of servicing consumers based on the use of modern information, communication, and service technologies and compliance with quality standards and safety norms; LO21 - to make informed decisions and take responsibility for the results of professional activities; LO23 - to organize the activities of a department, team, group, to distribute work tasks, to carry out ongoing monitoring and to correct of individual and group activity results, to evaluate employees' achievements, to develop work plans, management and communication structures.
<i>Presentation lecture (4 hours)</i>	Program tourism as the basis of modern tour operating
<i>Seminar (4 hours)</i>	Discussion and solving situational tasks Teamwork to solve situational modelling tasks
<i>Presentation lecture (4 hours)</i>	Organization of cooperation among a tour operator and suppliers and business partners
<i>Seminar (2 hours)</i>	Presentations on individual topics, work in small groups
<i>Presentation lecture (4 hours)</i>	Designing a tourist product
<i>Seminar (4 hours)</i>	Discussion. Teamwork to solve situational modelling tasks, case study
<i>Workshop on developing a tourist product (conducted by an invited specialist) (2 hours)</i>	Peculiarities of tour product developing
<i>Presentation lecture (4 hours)</i>	Sales management of a tour operator, marketing strategies of tour operating
<i>Seminar (2 hours)</i>	Situational tasks, work in small groups, presentation
<i>Presentation lecture (2 hours)</i>	Financial and accounting aspects of tour operating
<i>Practical class (2 hours)</i>	Presentations, case studies, discussion
<i>Presentation lecture (4 hours)</i>	Information technologies in tour operating
<i>Seminar (4 hours)</i>	Situational tasks, work in small groups, presentation
<i>Practical class (2 hours)</i>	Module test 2
<i>Sources</i>	<ol style="list-style-type: none"> <li>1. Stoyka A., Horiunova K. Tour Operating [e-source] : study guide. – Kyiv: MSU, 2024. – 182 p. – URL: <a href="https://1ll.ink/s6SBk">https://1ll.ink/s6SBk</a></li> <li>2. Tour operating: textbook / prof. V.Ya. Brych. Ternopil, 2017. 440 p. <a href="http://surl.li/sjrlv">http://surl.li/sjrlv</a> c. 53-93</li> <li>3. Tour operating business. Sukru Yarcan, Gurel Qetin <a href="http://surl.li/sjrkt">http://surl.li/sjrkt</a></li> <li>4. Goryushkina, N. Y., Shkurkin, D. V., Petrenko, A. S., Demin, S. Y., &amp; Yarovaya, N. S. (2018). Marketing Management in the Sphere of Hotel and Tourist Services.</li> <li>5. International Review of Management and Marketing. URL: <a href="https://1ll.ink/wzRhU">https://1ll.ink/wzRhU</a></li> <li>6. Journal of Hospitality Marketing &amp; Management. URL: <a href="https://1ll.ink/I9FT1">https://1ll.ink/I9FT1</a></li> <li>7. Analytical and statistical data in official cite of European Union. <a href="http://europa.eu">http://europa.eu</a></li> <li>8. Official cite of statistical service of European Union. URL: <a href="https://ec.europa.eu/eurostat">https://ec.europa.eu/eurostat</a></li> <li>9. World Tourism Organization. URL : <a href="https://www.unwto.org/">https://www.unwto.org/</a></li> <li>10. Stoyka A., Horiunova K. Social and economic instruments for sustainable development of tourism / Public administration for sustainable development. Collective monograph/ Horiunova Kateryna // The general ed. Chechel A., Khlobystov Ie. - Mariupol: East Publishing House Ltd.. 2018.- P. 126-144 g</li> </ol>

<i>Informal education</i>	Online course "Tour Operating for Managers" from the National Tourist Organization of Ukraine on the educational platform - PROMETHEUS.ORG.UA <a href="https://11l.ink/l6etr">https://11l.ink/l6etr</a> Topics 1-4
<i>Self - study (30 hours)</i>	<ul style="list-style-type: none"> <li>o The 2nd individual practical task;</li> <li>o Second stage of a teamwork on developing a tourism product based on the study of the territorial community's request. Groups of 5-7 students are formed</li> </ul>

### Module 3. Environment of Ukrainian and international tour operating

Learning outcomes	<p>LO08 - to identify tourist documentation and know how to use it correctly;</p> <p>LO09 - to organize the process of servicing consumers based on the use of modern information, communication, and service technologies and compliance with quality standards and safety norms;</p> <p>LO21 - to make informed decisions and take responsibility for the results of professional activities;</p> <p>LO23 - to organize the activities of a department, team, group, to distribute work tasks, to carry out ongoing monitoring and to correct of individual and group activity results, to evaluate employees' achievements, to develop work plans, management and communication structures</p>
Lecture (2 hours)	Innovative technologies in tour operating
Seminar (2 hours)	Discussion, case study
Lecture (2 hours)	Trends in the development of Ukrainian and international tour operating
Seminar (2 hours)	Public presentation of a group project
Seminar (2 hours)	Module control 3
Self - study (30 hours)	<ul style="list-style-type: none"> <li>o The 3rd individual practical task;</li> <li>o Final stage of a teamwork on developing a tourism product based on the study of the territorial community's request. Groups of 5-7 students are formed</li> </ul>
Sources	<ol style="list-style-type: none"> <li>1. Stoyka A., Horiunova K. Tour Operating [e-source] : study guide. – Kyiv : MSU, 2024. – 182 p. – URL: <a href="https://11l.ink/s6SBk">https://11l.ink/s6SBk</a></li> <li>2. Stoyka A., Horiunova K. Social and economic instruments for sustainable development of tourism / Public administration for sustainable development. Collective monograph/ Horiunova Kateryna // The general ed. Chechel A., Khlobystov Ie. - Mariupol: East Publishing House Ltd.. 2018.- P. 126-142.</li> <li>3. Horiunova K.A. Research of quality criteria in the tourism industry. Collection of scientific works of Donetsk State University of Management "Modern problems of public administration in conditions of systemic changes". (Series "Public Administration"). - Volume XIX, issue 305. - Mariupol, DonSUM, 2018. P. 209-217</li> <li>4. Stoyka A., Dragomirova I., Horiunova K. Principles of sustainable development in public administration of the tourism industry // Public administration for sustainable development. Collective monograph / The general ed. Chechel A., Khlobystov Ie. - Mariupol: East Publishing House Ltd. 2020</li> <li>5. Mashika G.V., Horiunova K.A. Legal and economic aspects of the tourism industry in Ukraine during the COVID-19 pandemic. Investments: practice and experience. 2021. No. 3. P. 5-11. DOI: 10.32702/2306-6814.2021.3.</li> <li>6. Horiunova K., Kiptenko V. Forecasts for the management of tourism industry sustainable development and COVID-19 pandemic consequences mitigation. Three Seas Economic Journal, Volume 2 Number 1. Riga, Latvia : "Baltija Publishing", 2021, 120 pages. DOI: <a href="https://11l.ink/yO39F">https://11l.ink/yO39F</a></li> </ol>
Informal education	Online course "Tour Operating for Managers" from the National Tourist Organization of Ukraine on the educational platform - PROMETHEUS.ORG.UA <a href="https://11l.ink/ICK4z">https://11l.ink/ICK4z</a> Topics 5-8
Survey	Compliance of the discipline content and teaching methods with the expectations and needs of students
Final assessment	Final test on the MSU Educational Portal

## TEACHING METHODS

Demonstration, creative, research and project methods, teamwork, situational modelling technologies, discussions and master classes

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## TYPES OF EDUCATIONAL ACTIVITIES

### AUDITORY HOURS (contact time)

- o 17 lectures (34 hours)
- o 17 seminars (34 hours)
- o 1 master class on the development of a tourist product (conducted by an invited specialist) (2 hours)

### TYPES OF EDUCATIONAL ACTIVITIES OF A STUDENT

- o 17 lectures, discussion of different topics (34 hours);
- o Discussion of presentations/topics during 7 practical classes (12-13 hours);
- o 1-2 presentations on individual topics during practical classes (1-2 hours);
- o Case study (2-4 hours);
- o Teamwork to solve situational modelling tasks during seminars (12 hours);
- o Public presentation of a group project during practical classes (2 hours);
- o Written module assessments during practical classes (6 hours);
- o Participation in a master class, discussion of different topics (2 hours).

### SELF-STUDY

- o Study of self-study questions, as well as the proposed informational and educational materials for 7 seminars(168 pages) (38 hours) (LO1-LO5);
  - o 3 individual practical tasks (3x3=9 hours) (LO1-LO4)
  - o A teamwork on developing a tourism product based on the study of the territorial community's request. Groups of 5-7 students are formed. Each group has a task to develop a new tourism product that will meet the needs of a specific local community group. For example, youth aged 18-22; football fans; government officials and employees of local self-government authorities; Third Age University students. Meetings with focus groups to identify their expectations and to assist the project team in developing a tourism product (33 hours)(LO5).
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## EDUCATIONAL POLICY

1. Academic integrity of STUDENTS is an important condition for mastering the learning outcomes of the discipline and receiving a satisfactory grade from ongoing and final assessments. Compliance with academic integrity by students includes:

- o independent completion of educational tasks, current and final assessment tasks;
- o referencing sources of information when using ideas, developments, statements, information;
- o compliance with legislation on copyright and related rights;
- o providing accurate information about the results of their own (scientific, creative) activities, research methodologies used, and sources of information.

According to the Code of Academic Integrity of Mariupol State University <http://surl.li/oswmt> (section 3.4), violations of academic integrity by students may result in the following academic responsibilities:

- o repeating assessments (current, final assessment, credits, exams, etc.);
- o conducting additional checks of all works authored by the violator;
- o revocation of privileges granted by MSU for tuition fees;
- o issuing a reprimand that is included in the violator's personal file;
- o expulsion from MSU;
- o other measures in accordance with current legislation and regulatory acts of MSU.

2. Students have the right to appeal the procedure and results of control assessments according to the Regulations on the organization of control and evaluation of the success of students at MSU.

3. Participation in surveys. At the end of the academic semester, students will be asked to complete an anonymous survey on the quality of teaching the studied discipline. Completing the survey is important for improving the educational process and quality assurance system at MSU and will allow evaluating the effectiveness of teaching methods applied and considering students' opinions on improving the content of

educational disciplines.

4. Informal and non-formal education. A student who has the results of non-formal education should submit an application for recognition of results obtained in non-formal education as a whole for the educational discipline /content module /practical tasks in the educational discipline/ tasks in practice, etc., to the dean's office of the faculty where the educational discipline is taught. The recognition procedure is carried out in accordance with the Procedure for recognizing learning outcomes obtained in non-formal and/or informal education.

## REGULATIONS ON EVALUATION

Grading scale for the educational discipline: up to **100 points**.

Type of activity	Points (100)
Lectures (17)	-
Seminars (17*3)	51
Self-study	12
Module test (3*10)	27
Scientific work (publications, conferences, participation in the scientific research topic of the department)	10

Additional points for current performance are awarded for learning outcomes obtained in non-formal and/or informal education (certificate courses, participation in training, workshops on tourism organization, creation of tourist products, tour operating) - up to 10 points.

If the total score of current performance exceeds 50 points during the calculation of the overall performance, 50 points are taken into account.

The overall grade is determined by combining the results of current and final assessments and is formed according to the ECTS grading scale and national grading scale in accordance with the Regulations of MSU on the organization of the educational process (<http://surl.li/rhno>) (section 5.1): "The system for assessing the performance of students is standardized and formalized (taking into account the characteristics of the MSU grading scale (100-point scale), national ("poor", "satisfactory", "good", "excellent") and ECTS (A, B, C, D, E, FX, F)":

Grading scale: national and ECTS

Total points	ECTS grade	Grade according to the national scale	
		Exam	Credit
90 - 100	<b>A</b>	excellent	credited
82-89	<b>B</b>	good	
74-81	<b>C</b>		
64-73	<b>D</b>	satisfactory	
60-63	<b>E</b>		
35-59	<b>FX</b>	poor with possibility of retaking	not credited with possibility of retaking
0-34	<b>F</b>	poor with mandatory re-study of the discipline	not credited with mandatory re-study of the discipline

## EVALUATION CRITERIA

The criteria for evaluating individual types of educational activities are formed in accordance with the Regulations on the Work Program of the educational discipline at MSU (<http://surl.li/oswqu>):

Points	Criteria for evaluating the final knowledge control of students (credit)
20-25	The student demonstrates exceptional creative abilities, can independently acquire knowledge, finds and processes necessary information without the help of the teacher, can use acquired knowledge and skills to make decisions in non-standard situations, convincingly argues answers, independently reveals their own talents and inclinations.
15-20	The student can compare, generalize and systematize information under the guidance of the teacher; independently apply it in practice; control his own activities; correct errors, including significant ones, and select arguments to support opinions.
10-15	The student reproduces a significant part of the theoretical material, shows knowledge and understanding of basic principles; with the help of the teacher can analyze educational material, correct errors, among which there are a significant number of essential ones
5-10	The student knows the material at the level of individual fragments, which constitute a small part of the educational material.

1-5	The student knows the material at the level of elementary recognition and reproduction of separate facts, elements and objects.
0	The students is absent at the credit due to a serious or disrespectful reason; the students refuses to answer questions.

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### EXPECTED LEARNING OUTCOMES

LO1. To organize technological processes of work of a tour operator, including administrative-management, economic, financial, and marketing components, based on principles and methods of organizing and servicing tourists;

LO2. To form a tourist trip as a comprehensive tourist product of a tour operator, combining services of hotel and restaurant establishments, culture and entertainment, transportation, insurance, and other organizations;

LO3. To plan, create, promote, sell, and ensure organization and quality control of a tourist product based on tourism theory and trends in the development of Ukrainian and international tour operating;

LO4. To establish regulatory and legal support for cooperation with suppliers and business partners based on principles of interaction with key participants in the tourism services market; to prepare tourism documents for a tourist product;

LO5. To design a programmatic tourist product based on research of community needs, using information and innovative technologies in tour operating.

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### INFORMATION, EDUCATIONAL AND METHODOLOGICAL SUPPORT

Link to the educational content of the discipline: <https://moodle.mu.edu.ua/enrol/index.php?id=9904>

Main literature:

1. Stoyka A., Horiunova K. Tour Operating [e-source] : study guide. – Kyiv : MSU, 2024. – 182 p. – URL: <https://1ll.innk/s6SBk>
2. Tour operating: textbook / prof. V.Ya. Brych. Ternopil, 2017. 440 p. <https://1ll.innk/xMVTz> pp. 53-93, 105-166, 219-244, 301-338, 339-350

English-language publications:

1. Tour operating business. Sukru Yarcan, Gurel Qetin <https://1ll.innk/J1yhV>
2. Business Tourism Industry 2022. <https://1ll.innk/gMeDw>

Internet sources

1. State Tourism Development Agency <https://www.tourism.gov.ua/>
2. All-Ukrainian Union of associations, enterprises, and organizations in the tourism sector "UkrSoyuzTur" <http://www.travel.com.ua>
3. World Tourism Organization <https://www.unwto.org/>
4. Official website of the State Statistics Service of Ukraine <http://www.ukrstat.gov.ua>

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### IMPROVEMENT OF THE CONTENT OF THE EDUCATIONAL DISCIPLINE

After studying the course, students undergo anonymous surveys and participate in discussions to determine student satisfaction and the feasibility of making changes to the content and teaching methods for updating and improving the educational discipline.

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Syllabus approved at the meeting of the department Marketing and Tourism protocol No. 1 from 27.08.2023