



Syllabus of the educational discipline
«Economics of recreation and tourism»

Specialty	242 «Tourism»
Educational program	«Tourism»
Level of education	First (bachelor)
Discipline status	Base
Teaching language	English
Course / semester	2 course, 1, 2 semester
Number of credits ECTS	10
Distribution by types of trainings and hours of study	Lectures – 54 hours. Practical studies (seminars) – 54 hours. Independent training – 192 hours.
Form of final assessment	Exam
Department	Tourism, Nauky Avenue 9-A, c. Kharkiv , 1st building, room 316. Tel. 38(057)758-77-26 (additional 451) http://www.hneu.edu.ua/Department_of_tourism
Teacher (-s)	Karyna TYMOSHENKO, PhD in Economics, associate professor of the Tourism Department
Teacher's contacts	E-mail: karina.tymoshenko@hneu.net Telegram: @Karyna_T
Days of the classes	According to the teaching schedule
Consultations	According to the teaching schedule
The purpose of the discipline is formation of abilities to think independently, to make administrative decisions, to carry out complex economic calculations for effective development of economy of nature management, models of the state support of recreation, acquaintance with systems of the organization of activity of the tourist enterprise.	
Prerequisites for learning	
<i>Fundamentals of tourism (history of tourism, fundamentals of entrepreneurship in tourism) / Educational practice "University education" / Knowledge of the main recreational resources of the countries of the world, geography of tourist flows</i>	
Content of the educational discipline	
Content module 1. Economy of recreation and tourism: theoretical aspects	
Topic 1. Recreation and recreational activities as a branch of scientific knowledge. Theoretical foundations of the formation of recreational complexes	
Topic 2. Formation and structure of the recreational industry. Classification and methods of assessment of recreational resources	
Topic 3. Recreational zoning of the world	
Topic 4. Recreational nature management and nature protection in recreational complexes	
Topic 5. Recreology as a science. Recreational system	
Topic 6. Recreational nature management and nature protection in recreational complexes	
Substantive module 2. Economy of tourism and economic foundations of the functioning of tourist enterprises	
Topic 7. Economic foundations of tourism	
Topic 8. Tourism economics and economic foundations of the functioning of tourism enterprises	
Topic 9. Tourist enterprise in the modern economic system	
Topic 10. Fixed and circulating funds of a tourism enterprise	
Topic 11. Organization of production of products (provision of services). The production program of the enterprises of the tourist complex	
Topic 12. Enterprise costs and the cost of a tourist product	
Substantive module 3. Economic results of the tourism enterprise	



- Topic 13.** The price of products. Market pricing
- Topic 14.** Financial and economic results of the tourism enterprise
- Topic 15.** Investment and innovation activities of a tourism enterprise
- Topic 16.** Economic security of a tourist enterprise
- Topic 17.** Economic risk and its management
- Topic 18.** Motivation and remuneration

**Course page on the Moodle platform
(personal training system)**

Work plan of the educational discipline, technological card, lectures, tasks for self-control of students, information materials, tests
(<https://pns.hneu.edu.ua/course/view.php?id=3883>)

Recommended literature

- Main:** 1. Василенко В. О. Конкурентоспроможність підприємств у сфері туристичного бізнесу [Текст] : навч. посіб. / Таврійський нац. ун-т ім. В.І. Вернадського. – К. : Освіта України, 2012. – 506 с. 2. Глухов В. В. Экономические основы экологии. – СПб. : Питер, 2013. – 383 с. 3. Економіка підприємства: компетентність і ефективність розвитку: монографія / В. С. Пономаренко, М. В. Афанасьєв, І. В. Гончарова та інші.; за заг. ред. д.е.н., проф. Пономаренка В. С. – Х. : ХНЕУ, 2013. – 187 с. 4. Єрмаченко В. Є. Дослідження світового та регіональних туристичних ринків [Текст] : конспект лекцій / Харківський національний економічний університет. – Х. : ХНЕУ, 2011. – 239 с. 5. Любіцева О. Ринок туристичних послуг (геопросторові аспекти) [Текст] : навч. посіб. – 3-є вид., перероб. та доп. – К. : Альтерпрес, 2006. – 430 с. 6. Морозов М. А. Экономика туризма : учебник / М. А. Морозов, Н. С. Морозова, Г. А. Карпова, Л. В. Хорева. — М. : Федеральное агентство по туризму, 2014. — 320 с. 7. Практикум по работе с программой комплексной автоматизации деятельности турфирм "ОВЕРИЯ-ТУРИЗМ" для студентов направления подготовки 6.140103 "Туризм" всех форм обучения : [Электронное издание] / сост. В. Е. Ермаченко, А. Г. Зима, А. Н. Брусильцева и др. – Х. : ХНЭУ им. С. Кузнеця, 2015. – 141 с. 8. Рекреаційні комплекси світу / Єрмаченко В.Є., Зима О.Г., Дехтяр Н.А., Алдошина М.В. – Х.: ХНЕУ ім. С. Кузнеця, 2014. – 321 с. 9. Скобкин С. С. Экономика предприятия в индустрии гостеприимства и туризма: учеб. пособие. – М.: Магистр, 2009. – 284 с. 10. Туризм в умовах глобалізації: особливості та перспективи розвитку [Текст] = Tourism under conditions of globalization: specific features and prospects of development: monograph / [під ред. М.О. Кизима, В.Є. Єрмаченка]. – Х. : ІНЖЕК, 2012. – 471 с. 11. Ушаков Д. С. Экономика туристической отрасли. – Ростов н/Д: Издательский центр МарТ; Феникс, 2010. – 446 с. 12. Фоменко Н. В. Рекреаційні ресурси та курортологія : навчальний посібник / Н. В. Фоменко. – К. : Центр навчальної літератури, 2007. – 312 с.
- Ancillary:** 13. Kozubova N. Priorities of state programs for development of tourism in Ukraine/ N. Kozubova, / Economic and Legal Foundations of the Public Transformations in Conditions of Financial Globalization : monograph / edited by Yu. Pasichnyk – Yunona Publishing, New York, USA, 2018. – Pp. 193-203 14. Petrova M., Dekhtyar N. Klok O., Loseva O. Regional tourism infrastructure development in the state strategies. Problems and Perspectives in Management (ISSN 1727-7051 print, 1810-5467 online). Volume 16, Issue 4, 2018. Pp. 259-274 SCOPUS. doi: [http://dx.doi.org/10.21511/ppm.16\(4\).2018.22](http://dx.doi.org/10.21511/ppm.16(4).2018.22) 15. Stryzhak O. Assessment of the relationship between the tourism sector development and other sectors of economy // Economics of Development (Економіка розвитку). – 2019. – Vol. 2. – 10-18 pp. 16. Sushchenko O. Eco-Friendly Behavior of Local Population, Tourists and Companies as a Factor of Sustainable Tourism Development / O. Sushchenko, N. Kozubova, O. Prokopishina // International Journal of Engineering and Technology. – 2018. - Vol 7. - № 4.3. Special Issue 3. – pp. 514-518. 17. Sushchenko O. Management technologies of ensuring environmental protection as the territory development strategic priority / O. Sushchenko, I. Trunina, O. Klok, O. Loseva // SHS Web Conf. Volume 61, 01026 (2019). – 11 p. 18. Sushchenko O. The territory recreation ensuring management system / O. Sushchenko, I. Trunina, G. Likhonosova // Proceedings of the Faculty of Economics of Matej Bel University in Banska Bystrica. Volume 1. Economic Theory and Practice. Banska Bystrica: Belianum, 2018. Pp. 635-647. 19. Тимошенко К.В. Methods of formation of the tourism brand of Ukraine as a factor of increasing competitiveness / Tymoshenko K.V. // Вчені записки таврійського національного університету імені в. І. Вернадського. Серія: Економіка і управління. – 2020 р. – №2. Т.31(70). С. 47-53. 20. Офіційний сайт Світової ради з подорожей та туризму. – Режим доступу : <http://www.wttc.org>



Assessment system of learning outcomes

The assessment system includes: current control, carried out during the semester during lectures and practical classes, the student's progress in the discipline is assessed by the sum of the points scored (the maximum amount is 60 points; the minimum amount that allows the student to take the exam is 35 points); modular control, carried out with taking into account current control in the form of written control work; final / semester control, carried out in the form of a credit in the first semester, and an exam in the second semester, in accordance with the schedule of the educational process. final / semester control, conducted in the form of an exam in accordance with the schedule of the educational process (maximum number - 40 points, minimum number, credited - 25 points).

More detailed information is given in the technological map of the academic discipline.

Accumulation of rating points in the discipline first semester

Types of training	Max points
Lectures (active work)	16
Practical classes (active work)	21
Tasks by topics (work in practical classes)	16
Presentation (report)	14
Individual surveys	7
Report	6
Colloquia	10
Written tests	10
Pass	
Max points	100

Accumulation of rating points in the discipline second semester

Types of training	Max points
Lectures (active work)	16
Practical classes (active work)	16
Presentation (report)	10
Individual surveys	8
Colloquia	10
Exam	40
Max points	100

Transference of Simon Kuznets KhNUE Characteristics of Students' Progress into the System of the ECTS Scale

Total score on a 100-point scale	ECTS assessment scale	The assessment according to the national scale	
		for an exam, differentiated test, term project (work), practice, training	for a final test
90 – 100	A	excellent	passed
82 – 89	B	good	
74 – 81	C	satisfactory	
64 – 73	D		failed
60 – 63	E	unsatisfactory	
35 – 59	FX		
1 – 34	F		

Discipline policies

When studying this discipline, it is mandatory to adhere to the policy of academic integrity, it is not allowed to miss classes without proved reason.

More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Working plan of the educational discipline

Syllabus approved at the Tourism Department meeting, proceedings 1 of August 26, 2020