

## SYLLABUS

Discipline “Economy of recreation and tourism”

Speciality 242 – Tourism

for Bachelor's (first) degree students

2<sup>nd</sup> academic year, 3&4<sup>th</sup> semesters, 10 credits

(lectures – 64 hours; practices – 64 hours; independent training – 172 hours)

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**Abstract.** The discipline forms students' competencies in recreation and tourism economy, its role in the world and regional systems and complexes of recreational tourist specialisation; familiarises students with various directions of creation, development and location of territorial-recreational complexes, the organisation of the residents' activities in order to strengthen physical and spiritual forces, describes the models of state support of recreation as a process of social significance; teaches students to solve various tasks and business cases in the recreation industry.

**Competences, which provides.** Ability to analyse the modern state and prospects of effective and optimal development and distribution of all constituents of recreational complexes; to use the methods of analysis of recreational tourist regions development and plan rational spatial organisation; to identify problems in the tourism enterprises management system and make optimal managerial decisions; to analyse and develop the optimal marketing mix of a tourism enterprise and to determine the effectiveness of its maintenance.

### **Discipline content:**

#### **Lectures:**

##### **Theme 1. Recreation and recreational activity as a branch of scientific cognition.**

Historical background of the theory of recreation. Main terms and definitions. Concept and significance of recreational activity. Economic efficiency of recreational activity.

##### **Theme 2. Recreational system.**

Subject, object and methods of recreology. Basic concepts of recreology. Position of recreology in the system of sciences. Base models of recreational systems.

##### **Theme 3. Forming and structure of recreational industry.**

Structure of recreational industry. Factors of influence on the recreational industry activity. Classification of recreational territories. Methods of recreational potential estimation of a territory.

##### **Theme 4. Recreational districting of the world.**

Main approaches and principles of regional districting due to recreational demands. Criteria of the world recreational districting. Experience of world recreational complexes functioning.

##### **Theme 5. Forming and development of the recreational-tourist complex in Ukraine.**

Historical development of medical recreational resources. Legislative basis of recreational activity in Ukraine. International experience of tourist recreational complexes planning. Basic tourist regions of Ukraine and their description.

##### **Theme 6. The fundamentals of resort science.**

Recreational zoning of the world. Classification and main types of resorts. Planning of a resort activity. State support of resort development.

**Theme 7. Recreational nature maintenance and conservancy in recreational complexes.**

Concept of sustainable development in tourist activity. Structure and classification of natural recreational resources. Preservation of natural resources (the experience of Ukraine and other countries of the world). Legal regulation of nature conservancy.

**Theme 8. The economical fundamentals of tourism activity.**

Classification of tourism. The tourism industry structure. Tour operator and travel agency activities. Standardisation and certification in tourism.

**Theme 9. The tourist market and features of its operation.**

The concept of the tourism market. The structure of the national tourism market. The typology of national tourism markets. The tourist demand segmentation.

**Theme 10. Enterprise in the modern economic system.**

Enterprise as the main primary element of the economic system. The external environment of the enterprise. Threats and opportunities in an uncertain environment.

**Theme 11. Types of enterprises, their organisational and legal forms.**

Enterprise, its main features. Types and organisational forms of enterprises. Business combinations.

**Theme 12. The external environment of the enterprise.**

The essence and characteristics of the enterprise environment. External environment conditions. General business environment. Assessing the impact of environmental factors on the company.

**Theme 13. Fixed assets of tourism enterprises.**

Concept and characteristic of fixed assets. Composition of fixed assets at tourism enterprises. Classification and structure of fixed assets.

**Theme 14. Current assets of the enterprise.**

Concept of current assets of the enterprise, their composition and structure. Rationing and evaluation of enterprise's stocks. Indicators of efficiency of the enterprise current assets usage and ways to accelerate their turnover.

**Theme 15. Non-current assets of the enterprise.**

Concepts and types of non-current assets. Composition and characteristics of non-current assets of the enterprise. Estimation of non-current assets of the enterprise. Amortization of non-current assets.

**Theme 16. The product and marketing.**

Production programme of the enterprise. Formation of product quality. Ensuring the competitiveness of products. Marketing activity of the enterprise.

**Theme 17. Organization of production (services).**

Structure of the production process. Principles of organisation of the production process. Types of productions. Methods of organisation of production processes.

**Theme 18. Enterprise costs and a tourist product cost.**

Essence of costs, their classification. Cost of products (tourist product) and its types. Costing. Planning costs of tourism enterprises.

**Theme 19. Price and product pricing.**

The prices economic essence and functions. The prices types and structure. The methods of

setting prices.

**Theme 20. Financial and economic results of the company.**

Profit and income of the enterprise, the procedure for determination and use. Essence and classification of financial results. Evaluating the effectiveness of the enterprise.

**Theme 21. Investment and innovation activity of an enterprise.**

Investment activity: essence, subjects and objects. Innovations as an object of investment activity. Characteristics of innovative processes at the enterprise. Investment and innovation projects of the enterprise. Indicators of efficiency of investment and innovation projects.

**Theme 22. Enterprise development: modern models, transformation.**

Modern models of enterprise development. Concept, tasks and forms of enterprise restructuring. Types of restructuring.

**Theme 23. Economic security.**

The essence of economic security. The system of economic security. Evaluation of economic security.

**Theme 24. Economic risk and risk-management.**

The essence of economic risk. Risk assessment. Risk management.

**Evaluation criteria:**

Taking into account the importance of each form of current control, the success of student's training of the discipline is evaluated in the corresponding scores by the formula:

$$R = 2 * A + 2 * B + C,$$

R – the final maximum score that a student can obtain for the successful completion of all forms of current control;

A - the maximum number of points a student can get for the theoretical control work on the content of the content module (A = 5);

B - the maximum number of points a student can get for practical control work on the content of the content module (B = 10);

C - the maximum number of points a student can receive for the protection of individual tasks (C=30).

The final mark for the academic discipline "Recreation and tourism economy" calculated on a 100-point scale according to the qualification requirements (Table 1).

Table 1

**Evaluation scale**

Total score on a 100-point scale	ECTS assessment scale	Assessment on the national scale
90 – 100	A	excellent
82 – 89	B	good
74 – 81	C	
64 – 73	D	satisfactory
60 – 63	E	
35 – 59	FX	unsatisfactory
1 – 34	F	

The maximal number of scores which a student can get for the theme is given in Table 2.

Table 2

**Distribution of scores by themes**

Routine testing and individual work															Exam	Sum			
3 <sup>d</sup> semester															-	100			
T1	T2	T3	T4	T5	T6	T7	T8	T9	T10	T11	T12	T13	T14	T15					
3	5	8	11	5	5	13	6	4	7	3	6	5	5	15					
4 <sup>th</sup> semester															40	100			
T16		T17		T18		T19		T20		T21		T22		T23			T24		
6		9		6		14		5		5		3		2			10		

T – theme number

Scores for this scale are fixed in the progress report and other academic documentation.

**Form of control.** Exam

### Literature

Arnberger (2006), Monitoring recreational activities in urban forests using long-term video observation, *Forestry*(2007) 80(1) First published online: November 22, 2006.

Boyd et al. (2007), What are ecosystem services? The need for standardized environmental accounting units. *Ecological Economics* – 63, 616-626.

Brander et al. (2010), Scaling up Ecosystem Services Values: Methodology, Applicability and a Case Study, *Fondazione Eni Enrico Mattei*.

Maes et al. (2011), A European assessment of the provision of ecosystem services, Towards an atlas of ecosystem services, EUR 24750 EN –2011.

Tribe, J. (2011). *The economics of recreation, leisure, and tourism. 4th Edition*. Oxford, England: Elsevier.

United Nations World Tourism Organization. (2014). *Global report on adventure tourism*. Retrieved from: <http://affiliatemembers.unwto.org/publication/global-report-adventure-tourism>

Wallace K. (2007), Classification of ecosystem services: problems and solutions. *Biol. Conserv.* 139, 235-246.