SYLLABUS
Discipline “Economy of recreation and tourism”
Speciality 242 – Tourism
for Bachelor's (first) degree students
2nd academic year, 3&4th semesters, 10 credits
(lectures – 64 hours; practices – 64 hours; independent training – 172 hours)

Lecturer: D.Sc. (Economics), Professor Sushchenko O.A.
e-mail: helen.sushchenko@gmail.com
Tourism department

Teacher: Ph.D., Associate professor Korzylov L.I.
e-mail: leokorkorleo@gmail.com
Tourism department

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.

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.

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.

Theme 6. The fundamentals of resort science.

**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.**

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

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

**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.**

**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.**

**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:

\[ R = 2 \times A + 2 \times B + C, \]

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

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

<table>
<thead>
<tr>
<th>Routine testing and individual work</th>
<th>Exam</th>
<th>Sum</th>
</tr>
</thead>
<tbody>
<tr>
<td>3\textsuperscript{rd} semester</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td>T1</td>
<td>T2</td>
<td>T3</td>
</tr>
<tr>
<td>3</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>4\textsuperscript{th} semester</td>
<td>40</td>
<td>100</td>
</tr>
<tr>
<td>T16</td>
<td>T17</td>
<td>T18</td>
</tr>
<tr>
<td>6</td>
<td>9</td>
<td>6</td>
</tr>
</tbody>
</table>

T – theme number
Scores for this scale are fixed in the progress report and other academic documentation.

**Form of control.** Exam

**Literature**
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.