

**КИЇВСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ
ІМЕНІ ТАРАСА ШЕВЧЕНКА
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проф. Запотоцький С.П.

**ПРОГРАМА
ВСТУПНОГО ВИПРОБОВУВАННЯ
НА ЗДОБУТТЯ СТУПЕНЯ ВИЩОЇ ОСВІТИ -
«МАГІСТР» (денна форма навчання)**

***ОСВІТНІЙ РІВЕНЬ - МАГІСТР
ГАЛУЗЬ ЗНАНЬ 24 «СФЕРА ОБСЛУГОВУВАННЯ»
СПЕЦІАЛЬНІСТЬ 242 «ТУРИЗМ»***

***ОСВІТНЬО-НАУКОВА ПРОГРАМА
«ТУРИЗМ»***

(МОВА НАВЧАННЯ АНГЛІЙСЬКА)

***KNOWLEDGE BRANCH 24 «SERVICE SECTOR»
SPECIALTY 242 «TOURISM»***

Education and training programme «TOURISM»

Kyiv – 2021

Resources for tourism development

Tourism as a social phenomenon. Key stages of tourism evolution. Classification of types and forms of tourism, their characteristics. Social functions of recreation activities (medical and biological, social and cultural, economic), their interrelation with the environment.

Recreation territories and trends of their development. Рекреаційні території та тенденції їх розвитку. The concept of a recreational system and a territorial recreational system (TRS). The basic scheme of the TPC, the characteristic of its elements. The key features of TRS: hierarchy, diversity and typology, dynamism, evolution, specialization and universality. The concept of a tourist-recreational cluster.

The concept of tourism and recreation resources, their types (balneological, forest, nature reserve fund, water, speleologic, historical and cultural, socio-economic, etc.). Types of evaluation of recreational resources: medical-biological, psychological and aesthetic, and technological. Indicators of tourism and recreation resources assessment.

Characteristics of tourism resources of the leading countries leading the world tourism market.

Tourism and recreation resources of Ukraine, their structure and characteristics. Regional differentiation of tourism development in Ukraine. Problems of tourism and recreation zoning in Ukraine. Approaches and principles of recreational zoning. Basic taxonomic units of recreational zoning. The basic schemes of recreational zoning of Ukraine. General characteristics of tourism and recreation areas of Ukraine. Characteristics of tourism resources of the countries leading the world market.

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Квартальнов В.А., Романов А.А. Международный туризм: политика развития: Учебное пособие. - М.: Сов. спорт, 1998.

Курорты: Энциклоп. словарь / Гл. ред. Е.И. Чазов. - М.: Сов. энциклопедия, 1988.

Любіцева О.О., Бабарицька В.К. Туризмознавство: Вступ до фаху. Підручник. - К.: ВПЦ Київський університет, 2008.

Любіцева О.О., Панкова Є.В., Стафійчук В.І. Туристичні ресурси України. - К.: Альтерпрес, 2007.

Миرونенко Н.С., Твердохлебов И.Т. Рекреационная география. - М.: Изд-во МГУ, 1981.

Стафійчук В.І., Малиновська О.Ю. Туристичне країнознавство: Туристичні ресурси світу. Навч. посібник. - К.: Альтерпрес, 2008.

Стафійчук В.І. Рекреалогія. - К.: Альтерпрес, 2008. 12. Теоретические основы рекреационной географии. / Отв. ред. В.С. Преображенский. - М.: Наука, 1975.

Устименко Л., Афанасьев І. Історія туризму. Навч. Посібник. - К.: Альтерпрес, 2005. - 319 с.

Organization and economy of tourism activity

Tourism industry: the concept of the tourism industry as an interbranch complex to meet the needs of the tourist. The structure of the tourism industry: organizational-managerial, functional-branch, territorial-economic, its elements. Levels of organization of the tourism industry: global (international), national, regional, local.

The essence and features of entrepreneurial activity in tourism. Tour operators and travel agents: the specificity of their activities on the tourism market.

Tour as a product on tourism market. Classification of tours. Stages of tours' designing and project documentation. Types of routes. Organizational and technical support of tours. Tourist formalities (passport, visa, customs, frontier, currency, sanitary and epidemiology, etc.).

Contracts on operations for the tour organization. The main types of contracts in tourism. Calculation of the tour price and the formation of its market price. Taxation in the tourism business. Financial settlements between partners in tours' sales.

The management of enterprise in tourism and its organizational structure. Analysis of tourism enterprises management. Personnel: its classification and structure. Productivity, motivation and remuneration. Resources of the tourist enterprise. Types of activities and legislative basis of travel companies activities. Financial and economic results and the efficiency of the enterprises in tourism. Features and functions of the travel services price. Factors of price differentiation in the market of international tourism services. Sources of formation and directions of using the income of a tourist enterprise.

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Бабарицька В.К., Малиновська О.Ю. Менеджмент туризму. Туроперейтинг. Понятійно-термінологічні основи, сервісне забезпечення тур продукту. Навч. посібник. - К.: Альтерпрес, 2004. - 288 с.

Биржаков М.Б. Введение в туризм. - М.-С-Пб., 2001.

Карпова Г.А. Экономика современного туризма. - С-Пб.: ИД «Герда», 2002.
Любіцева О.О. Методика розробки турів. - К.: Альтерпрес.

Любіцева О.О. Ринок туристичних послуг (геопросторові аспекти). Навч. посібник. - К.: Альтерпрес, 2003. - 436 с.

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Підручник. - К.: ВПЦ Київський університет, 2008.

Соболева Е.А. Финансово-экономический анализ деятельности туристической фирмы - М.: Финансы и статистика, 1999.

Туристичне країнознавство: Країни-лідери туризму. - К.: Альтерпрес, 2007.

Technologies in tourism

Hospitality sector as a system, its structure, classification of hospitality establishments. Basic and additional hospitality services.

Accommodation entities, their classification. Standardization and certification of hotel services. Technology of tourists' services in hotels. Forms of hotel business

organization. Hotel chains. Pricing for hotel services. Indicators of the hotel business activities. Interaction between hotel and tourist business. Marketing of hotel services. The essence of hospitality management, its methods and tools. Current trends of hotel business development in the world. Regional models of hospitality (European, American, Asian). Hotel industry of Ukraine: stages of its development, modern state and regional features.

Specificity of tourists' services at resorts. Approaches to the classification of resorts. Geography of sanatorium and resorts of Ukraine and their capacity. Balneological, climatic and ski resorts. Geography of diseases treatment in Ukrainian resorts.

Sanatorium and health institutions of Ukraine (rest homes with treatment, water treatment centers, recreation centers, children's health camps, etc.). The history of the resorts development in the world. The role of healing and health tourism for some countries of the world; features of the organization of the resort. General characteristics of the most developed resort systems of the world.

Catering services in tourism. Types of catering. Trends of catering development. Classification of restaurant facilities. Catering. Organization of production in restaurants, operational planning and technological documentation. Principles of assembly and types of menus. National nutrition peculiarities. Organization of tourist services in restaurants, hotel rooms and transport means. Management of the organizational sphere and the basis of rational labor organization.

Basics of excursion theory. Concepts, features and essence of excursion as a component of tourism product. Classification of excursions. Excursion objects. Structure of excursions. Demonstration and narrative in the tour, their features and relationships. Sightseeing method of cognition. Organization of the preparation of an innovative excursion product. Stages of development of excursions. Control and individual texts, a technological excursion card. Method of guided tours. Features of preparation and conducting of excursions of various subjects and for various categories of tourists. Professional qualities of the guide.

History of excursion business development in Ukraine. Fundamentals of legal regulation of excursion activities in Ukraine. Legal status of the guide. Organization of entrepreneurship in the field of providing excursion services. Marketing in the field of excursion service. Price and pricing in tourism and excursions services.

Organization of transportation in tourism. Legal regulation of transportation of tourists. Air freight Railway transportation. Organization of bus tours. Water transportation. Typology of cruises and cruise routes. Major cruise regions. Transportation by other modes of transport.

The concept of "free time", its structure and aspects. Leisure and problems of its effective use. Place and role of leisure in the tourism industry. Types and forms of leisure. Types of leisure services businesses. Features of their use to serve tourists. Organization of entertaining programs in tourism. Animation.

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Агафонова Л. Туризм, готельний та ресторанний бізнес. Навч. посібник. К.: Знання України, 2002. - 358с.

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Байлик С.И. Гостиничное хозяйство. Организация, управление, обслуживание. Учебное пособие. - К.: Дакор, 2008. - 288с.

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Сокол Т. Організація обслуговування в готелях і туристичних комплексах. Навч. посібник. - К.: Альтерпрес, 2006.

Уокер Дж.Р. Введение в гостеприимство. Учебник. - М.: ЮНИТИ.

Marketing and management in tourism

Tourism Marketing: content, concepts, essence. Types of marketing. Marketing aspects of the tours' development (research on supply and demand, market analysis). Strategy and management of tourist services during the tour. Promotion and marketing tour. Advertising and PR-technology as a marketing tool. Sales mechanisms.

The market environment: external and internal environment. Stages of analysis of the marketing environment in tourism. Types of marketing strategies in tourism. Elements of marketing planning. Strategic behavior planning of tour companies. Life cycle of the product / services and the structure of marketing activities per each stage.

Elements of the communication system of the company in tourism. The marketing communications efficiency in tourism.

Segmentation of the world market of tourist services. Criteria for segmentation of the world market. The structure of marketing research of foreign markets. Criteria for assessing the foreign market.

The essence and content of tourism management. Evolution of tourism management. System of tourism regulation and public tourism policy. Innovative model in the context of concepts of innovative tourism development. The main directions of innovative tourism development in Ukraine (for example, any tourism and recreation segment). Functions, principles and methods of management in tourism. Effective management - customer-focused management.

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Укладачі програми:

д.геогр.н., проф. Любіцева О.О.;

к.геогр.н., доц.. Стафійчук В.І.