

ADDITIONAL (MINOR) EDUCATION PROGRAM «Tourism Entrepreneurship»

It consists in the concept of organizing the educational process based on the choice of individual educational trajectories by students based on the educational program. In the OP being implemented the minor "Engineering Smart systems" Education is aimed at the formation of professional competencies, which are expressed in the development of students' scientific and technical views, the disclosure of internal resources of the individual.

Relevance: Preparation of comprehensively educated, qualified, competitive personnel with fundamental knowledge in the field of services, capable of developing and implementing professional research skills, implementation of projects aimed at the practical application of modern methods and technologies of organizing the activities of enterprises (institutions) in the tourism sector, emphasis on the organization of professional activities, in which the student is focused on permanent professional self-improvement.

Justification: Business and entrepreneurship are considered as activities that satisfy economic relations with the economic interests of economic entities. The issues of presenting the theoretical foundations of business and entrepreneurship, organizational and legal forms of business, familiarization with the procedure necessary for opening, reorganizing and liquidating one's own business, the formation of knowledge and practical skills on the basics of tourism business and the organization of entrepreneurship in general are considered.

Purpose: Master the basic principles of modern marketing and management, ICT, and develop entrepreneurial skills.

Program description:

1. The program (Minor) consists of 3 disciplines, each discipline for 5 credits, as a result, the student must master 15 credits.
2. Program (Minor) does not require prerequisites.
3. The number of credits for obtaining a bachelor's degree remains unchanged at least - 240 credits.

PROGRAMME CONTENT:

№	Name of the discipline	Description of the discipline	Teaching outcomes
1	Tourist multi-event sport	<p>The course aims to develop professional competencies for organizing multi-event active tourism competitions aligned with contemporary labor market requirements. It encompasses planning sporting and tourist activities, enforcing safety procedures, wilderness navigation, and fostering teamwork skills. Students learn to model routes, analyze navigation systems, and assess risks using digital technologies and artificial intelligence. The curriculum includes training in decision-making during emergencies, improving physical fitness, and cultivating leadership qualities. Instruction covers algorithms for conducting tourist events, competitions and gatherings, thereby preparing learners for effective performance as instructors or guides and enabling them to organize</p>	<p>LO 5 – Engages in multilingual professional communication, organises negotiations and ensures effective business interaction in an international tourism environment. LO 6 – Organises high-quality tourism services in accordance with professional standards and service quality requirements; effectively applies analytical thinking, research methods, emotional intelligence and digital skills when solving professional tasks in the tourism sector. LO 10 – Promotes tourism products in international and domestic markets using digital marketing, SMM, SEO and analytics platforms; is able to conduct in-depth research into business needs and develop innovative ways to meet them in line with the organisation’s strategic objectives.</p>
		activities tailored to diverse target audiences.	
2	Digital-marketing	<p>The course aims to develop professional competencies for organizing multi-event active tourism aligned with contemporary labor market demands. It integrates digital marketing tools, social media strategies and AI-based analytics to support effective marketing decisions, planning of sporting-tourist activities, safety assurance and wilderness navigation. Students learn route modeling and apply SEO/SEM, SMM and content marketing principles to engage target audiences. Training includes using analytics services such as Google Analytics to monitor campaign performance, forecasting demand through AI, risk assessment and emergency decision-making. The curriculum equips learners to design comprehensive digital strategies and manage events as instructors or guides.</p>	<p>LO 5 – Engages in multilingual professional communication, organises negotiations and ensures effective business interaction in an international tourism environment. LO 6 – Organises high-quality tourism services in accordance with professional standards and service quality requirements; effectively applies analytical thinking, research methods, emotional intelligence and digital skills when solving professional tasks in the tourism sector. LO 9 – Analysing ways to enhance brand awareness by developing innovative tourism products and services using artificial intelligence, big data and smart tourism technologies, as well as by fostering a positive corporate image, Develops and implements marketing initiatives aimed at stimulating demand and driving sales growth through digital services.</p>

3	MICE tourism and event managment	<p>The course aims to equip learners with professional knowledge and skills in MICE tourism and event management aligned with contemporary labor market requirements. Course description: the curriculum develops competencies in event planning, logistics, budgeting, PR and risk management; students learn to forecast participant flows, personalize attendee experiences and conduct event analytics using digital tools and artificial intelligence technologies. Learning outcomes: graduates will be able to prepare documentation, design event algorithms, ensure safety and implement effective digital strategies; they will demonstrate time management, communication and creative planning skills necessary for organizing conferences, exhibitions, tours and multi-level events in professional MICE and active tourism contexts.</p>	<p>LO 5 – Engages in multilingual professional communication, organises negotiations and ensures effective business interaction in an international tourism environment.</p> <p>LO 6 – Organises high-quality tourism services in accordance with professional standards and service quality requirements; effectively applies analytical thinking, research methods, emotional intelligence and digital skills when solving professional tasks in the tourism sector.</p> <p>LO 12 – Within tourism organisations, they can organise, maintain and utilise tools to coordinate team activities in the field of human resource management, applying digital platforms and HR analytics to continuously improve staff efficiency and engagement.</p>
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DDITIONAL (MINOR) EDUCATION PROGRAM «e-Travel agent»

Relevance: With the digitalization of the tourism market, customer-oriented communication and digital sales have become key to the competitiveness of agencies and online platforms. Artificial intelligence automates and personalizes customer interactions (chatbots, recommendations, dynamic pricing), reducing costs and increasing conversion. Tourist destinations remain dynamic due to migration, visa changes and route requirements, requiring analytics and flexible tools. In education, it is important to develop the skills of professional communication, digital sales and assortment management using AI in a single module, taking into account technology and data ethics.

Relevance: Optimize service delivery algorithms and implement digital service solutions aligned with customer demands while maintaining a professional culture of communication.

Justification: The course develops the comprehensive competencies required for a travel agent to successfully digitally communicate, manage sales and adapt offerings in global and local markets using AI, combining deep theoretical knowledge and in-demand practical skills in marketing, AI and customer service.

Purpose: Training of specialists capable of creating and managing digital travel agencies and platforms, using artificial intelligence to improve customer service, sales and management of tourist destinations.

Program description:

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2. Program (Minor) does not require prerequisites.
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PROGRAMME CONTENT:

№	Name of the discipline	Description of the discipline	Teaching outcomes
1	Sales technology and customer communications	The course aims to equip learners with integrated competencies for effective sales of tourism products and professional client communication aligned with contemporary labor market requirements. Course description: it covers CRM systems, digital sales platforms and AI-based customer behaviour analytics; students learn data-driven decision-making, negotiation techniques, needs assessment and development of personalized offers. Learning outcomes: graduates will be able to design and manage multi-channel communications, plan and execute digital campaigns, administer customer experience management, apply ethical data handling practices and evaluate sales performance using key metrics to enhance competitiveness in the tourism sector.	<p>LO 9 – Analysing ways to enhance brand awareness by developing innovative tourism products and services using artificial intelligence, big data and smart tourism technologies, as well as by fostering a positive corporate image, Develops and implements marketing initiatives aimed at stimulating demand and driving sales growth through digital services.</p> <p>LO 11 – Analyses consumer behaviour and needs using tourism business and e-commerce tools, assesses economic viability, develops business models in line with customer experience principles, and adapts tourism products and services.</p> <p>LO 12 – Within tourism organisations, they can organise, maintain and utilise tools to coordinate team activities in the field of human resource management, applying digital platforms and HR analytics to continuously improve staff efficiency and engagement.</p>
2	Smart tourism: creating a tourism product based on artificial intelligence	The course aims to develop learners' professional competencies in designing and managing innovative tourism products based on artificial intelligence, big data and digital platforms. Course description: it addresses data collection, visualization and analytics methods, recommender systems, chatbots, intelligent routing and AR/VR prototyping; students learn demand forecasting, personalization of customer experience and route optimization techniques. Learning outcomes: graduates will be able to develop data-driven product concepts, implement AI-based solutions and prototypes, conduct testing and evaluation, and integrate sustainability, accessibility and ethical considerations when deploying smart tourism services and platforms in professional contexts.	<p>LO 6 – Organises high-quality tourism services in accordance with professional standards and service quality requirements; effectively applies analytical thinking, research methods, emotional intelligence and digital skills when solving professional tasks in the tourism sector.</p> <p>LO 7 – Manages information flows between the hotel and its guests, exploring ways to build a positive image of the hotel among stakeholders and tourists; is able to identify the requirements for insurance (reinsurance) contracts.</p> <p>LO 9 – Analysing ways to enhance brand awareness by developing innovative tourism products and services using artificial intelligence, big data and smart tourism technologies, as well as by fostering a positive corporate image, Develops and implements marketing initiatives aimed at stimulating demand and</p>

			driving sales growth through digital services.
3	Geography of international and domestic tourist destinations	<p>The course aims to develop learners' professional competencies in comprehensive analysis of international and domestic tourism destinations, grounded in their geographic, cultural and economic characteristics. Course description: it covers the use of GIS and digital cartography, study of tourist flows, destination planning and competitiveness assessment; students analyse climate, infrastructure, safety, transport accessibility and cultural and natural heritage as demand and supply factors. Learning outcomes: graduates will be able to assess destination potential, plan routes and destinations, produce data-driven strategic recommendations and apply interdisciplinary approaches to ensure sustainable tourism development and informed decision-making in destination management.</p>	<p>LO 9 – Analysing ways to enhance brand awareness by developing innovative tourism products and services using artificial intelligence, big data and smart tourism technologies, as well as by fostering a positive corporate image, Develops and implements marketing initiatives aimed at stimulating demand and driving sales growth through digital services.</p> <p>LO 11 – Analyses consumer behaviour and needs using tourism business and e-commerce tools, assesses economic viability, develops business models in line with customer experience principles, and adapts tourism products and services.</p> <p>LO 12 – Within tourism organisations, they can organise, maintain and utilise tools to coordinate team activities in the field of human resource management, applying digital platforms and HR analytics to continuously improve staff efficiency and engagement.</p>