

**CURRICULUM OF THE MAJOR „THE ORGANIZATION AND  
MANAGEMENT OF THE TOURISTS SERVICE” –  
information package**

**INTRODUCTION TO TOURISM**

**ECTS credits:** 5

**Form of knowledge check:** ongoing control and exam

**Semester:** 1

**Methodological guidance:**

Department „Business administration”

**Lecturer:**

Associate Professor Stoyan Kirov, department “Tourism”

**Annotation:**

The course "Introduction to Tourism" is designed for students from specialties from department "Tourism". It aims to form concepts and on this basis to detect and differentiate the stages in the development of tourism activity. The study of the course aims to launch a basic knowledge of tourism. With issues of establishment and differentiation of the tourism activity are determined and the main objectives of the course: - to give basic knowledge about the establishment of tourism, to reveal resources of tourist activity; to highlight the main trends and stages in the implementation of tourism activity - to determine the functional significance of tourism and societies from ancient times until nowadays.

**Course content:**

Significance of tourism – health, ecological, economical, social and cultural significance of tourism. Tourism and other science, Historical development of tourism, Travel in ancient times and during the period of Renaissance, Appearance and development of the concept for complex tourist service, Thomas Cook first organized organizations, The era of modern group tourism – main characteristics, Tourist regions, Geographical distribution of international tourism, State and tendencies, Globalization of tourist activities, Factors of tourism, Types and classification – genetics and other factors, Tourist resources, assessment of tourism resources, Natural recreational resources – types, characteristics, Types of geographical environment, Capacity and protection of natural resources, Anthropogenic tourist resources Types, Functional features, Assessment and protection, Organization of tourism, International tourist organizations, Appearance and development of tourism in Bulgaria, Internal tourism, incoming and outgoing international tourism, Tourist activity by regions and by specialization in Bulgaria, Tourism and the modern world.

**Technology of the education and assessment:**

Lectures are held by the established traditional way, students are introduced with the material. It is mandatory at the beginning of each lecture to be done a brief introduction, as ensure the necessary transience from one topic to another topic. There is a discourse in the process of introduction of the students with the new topic in order to achieve continuity between the separate lectures and the students themselves to reach to conclusions which will bring them in the new material. Students are informed about the organization of the education, for the characteristics of the educational monitoring and for the system of assessment at the first lecture and the first seminar.

**Weekly workload:** 21+1s

**Type of exam:** written

## INTRODUCTION TO MARKET ECONOMY

**ECTS credits:** 5

**Weekly workload:** 21

**Form of knowledge check:** ongoing control and exam

**Type of exam:** written

**Semester:** 1

**Methodological guidance:**

Department „Business administration”

**Lecturer:**

Assoc. Prof. Elena Biyacheva, department „Business administration”

**Annotation:**

Lectures Fundamentals of the market economy is designed for students who are trained in specialties "Business Administration". The aim of the course is to provide knowledge of basic concepts in economics, understand and analyze economic problems with a view to making rational decisions. Knowledge and use of specific analysis tools available to the market economy, is an essential prerequisite for increasing the efficiency of the application received by the students knowledge and skills in practice and in each case. By mastering the theory and its practical application, each student can form its own view of the processes occurring in the market and its mechanism.

**Course content:**

The economic problem, the need for choice and price of missed opportunities, how societies organize their economy, how to make a decision, a market mechanism, markets, production, marginal analysis of market behavior, market structures, determining the state of the economy, gross domestic product, business - cycles, inflation, unemployment.

**Technology training and assessment:**

Lectures are held by the established traditional way, students are acquainted with the material. Mandatory at the beginning of each lecture is a brief introduction, while ensuring the necessary transience from one topic to another. In the process of familiarizing students with the new theme is carried talk with them to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Students are informed about the organization of the training, the peculiarities of the prescribed monitoring and system of assessment at the first lecture and seminars.

## GEOGRAPHY OF TOURISM

**ECTS credits:** 3

**Weekly workload:**

**Form of exam:** current control and exam

**Type of exam:** written

**Semester:** 1

**Methodological guidance:**

Department „Business Administration”

**Lecturer:**

Prof. Maria Kicheva Мария Кичева, department „Business Administration”

**Annotation:**

The course "Geography of Tourism" is oriented to clarify the specifics of tourism in view of the geographical conditions for its development. Special attention is paid to the character formation and development of tourist flows worldwide and their geographical orientation. The course aims primarily to acquaint students with the origin and development of the tourism industry, and the actual place occupied by destinations - leaders in the international tourist market.

The course is structured in a way to allow students mastering the knowledge required to work in tourism and above all, for participation in critical processes of planning and management of tourist destinations.

**Course content:**

Defining the geography of tourism. Displaying relationship with other sciences. Nature of tourism. Conditions and factors for development. Formation, volume and movement of tourist flows: A brief historical overview of the emergence of travel and tourism. Factors behind the formation of tourist flows. Features of the international tourist market. Features of the domestic tourist market. Role of the state in the formation of tourism policy. Geography of tourism of the countries of the Europe region. Geography of tourism of the region Americas. Geography of Tourism of the countries of Africa region. Geography of tourism of the region Asia, Australia and Oceania. Geography of tourism of the region Middle East.

**Technology of the education and assessment:**

Lectures are held under the complex approach of the traditional way of teaching, combined with interactive forms of familiarizing students with the material. The beginning of each lecture is preceded by a brief introduction providing transience from one topic to another. In the process of familiarizing students with the new theme is carried talk with them to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Students are informed about the organization of the training, the peculiarities of the prescribed monitoring and system of assessment on the first lecture.

## ACTIVE RECREATION AND LEISURE TIME

**ECTS credits:** 3

**Form of knowledge check:** ongoing control and exam

**Semester:** 1

**Methodological guidance:**

Department „Tourism”

**Lecturer:**

Assoc. Prof. Stefan Kapralov, PhD, department "Tourism"

**Annotation:**

The course „Active recreation and leisure time" is in support of Article 14 of the Charter of fundamental rights of European citizens and provide better quality of life through health prevention and improvement through in the implementation of health practices of people in urban and holiday environment.

The purpose of training is to master the knowledge and skills of organized recreation and leisure in tourism. Students learn about the different leisure activities, tourism and recreation. This will enable students to master the knowledge and practical skills for managers and organizers of activities enriching the knowledge of tourists and contributing to good and meaningful content of leisure time and entertainment.

The main task of the course is to give students a basic understanding of the major geographical and cultural and historical sites in the country and to get acquainted with the methods and ways of organizing trips in different kinds of tourism.

**Course content:**

Psychology and tourism behaviour. Psychological needs of people. Recreational opportunities and recreational tourism. Recreational requirements to tourist sites. Essence of leisure time. Leisure and Human Development. Use of leisure time. Integration of sports leisure health - policy functions alternatives. Organization of leisure time in tourism through participation in

recreational activities. Organizing recreation and leisure time in the permanent residence by the presence in leisure activities. Practice organization of leisure time in the tourism industry.

#### **Technology training and assessment**

Lectures in this course are conducted in the traditional way by introducing students to the teaching material. Mandatory at the beginning of each lecture respects the rule brief introduction to ensure transience from one topic to another. Upon presentation of the new themes of the students is carried out debate with them to achieve continuity between lectures and draw conclusions from them in order to introduce the new material. The requirement lectures are schematically illustrated with tables and necessary for the purposes of training examples.

Evaluation of students' performance in the training process is consistent with the requirements of Ministry of Education and Science (MES) implementation of the system of accumulation and transfer of credits.

## **SPORT**

**ECTS credits:** 0

**Form of exam:** continuous assessment and examination

**Semester:** 1

**Departments involved:**

Department „Tourism”

**Lecturer:**

Assoc. Prof. Stefan Kapralov, PhD, department "Tourism"

**Abstract:**

Theory and methodology of physical education treated two sides of the motor function of the human body - absorption of certain motor skills and education of physical /motor/ properties that affect two organically bound directions of the pedagogical process:

- training to master the art of movement - technical training;
- training to education of physical qualities - physical training;

Physical preparation is an essential part of the teaching process, which is determined by certain specific activity consisting of the biological needs of the body of functional load exercise.

**Course content:**

Purpose and tasks of physical education in the universities, the students with the organization of physical education, profiling interest groups. Athletics. Basketball. Football. Aerobics. Keep fit. Pilates. Table tennis. Tourism.

Hiking, cross or off-road recreational strengthening jogging, hiking, nature trails.

Understanding the natural resources and cultural heritage of Bulgaria in the Southwestern region.

**Technology training and assessment**

Physical preparation is associated with significant upward trend in the overall level of functionality of the body, harmonious physical development and health promotion. Physical training is a prerequisite for any kind of sports or high labor specialization. Inherently physical training is a very complex and multifaceted process inextricably linked, as with education of physical qualities /strength, speed, stamina, agility, flexibility / and by acquiring a certain amount of knowledge, skills and motor skills, in accordance with expansion mastering sport skills and spiritual values of those involved. Classes are held at appropriate sites for the sports taught in semester.

## FOUNDATION OF THE LAW

**ECTS credits:** 5

**Form of knowledge check:** ongoing control and exam

**Semester:** 2

**Methodological guidance:**

Department „Business administration”

**Lecturer:**

Docent d-r Manol Stanin, department “ Business administration”

**Annotation:**

The discipline **Foundation of the Law** has for purpose to met the students with main legal concept and the purpose of the Law like regulatory system. It covers samples from main legal discipline.

The main purpose of the class is students to get most full and pragmatic knowledge for Law and to know how to use legal resources and approaches when they must solve professional tasks and lives problems as well.

**Contents of the academic discipline:**

Concept for Law. Concept for legal norm. Types legal normative acts. Enactment and action of normative acts. Concept for interpretation. Subject of the Law. Concept for subjective right and legal obligation. Legal facts. Concept for breaking the Law. Concept for legal responsibility. Constitutionally Law. Administrative Law. Financial Law. Tax Law. Criminal Law. Civil process Law. Criminal process Law. Administrative process Law. Contract Law. Property Law. Trade Law. Family and inheritance Law. Intellectual property Law. Tourism Law.

**Technology for education and evaluation**

Lectures for these discipline are conducted by the classical mode. The students get to know with taught matter like in the process of education they use laws that are relevant to the subject. The consideration of every new theme begin with indication of the relations with themes that which are already taught.

The students met with feature of the coming taught for this discipline, the organization for the current control and rules about formation of final mark.

**Weekly workload:**

**Type of exam:** written

## BASIS OF ACCOUNTING

**ECTS credits:** 3

**Form of exam:** continuous assessment and examination

**Semester:** 2

**Departments involved:**

Department „Business administration”

**Lecturer:**

Assoc. Prof. Dimitar Vergiev Ph. D., department "Business administration"

**Abstract:**

Lectures Principles of Accounting was developed in accordance with the general objectives of the specialty "Business Administration" are considered scientific theoretical and methodological bases of accounting - nature, modes, means and organization of accounting as the information and control system.

**Weekly classes:** 4

**Type of exam:** written

The aim of the course is to provide a full and comprehensive scientific and practical application training of students in this important area of scientific knowledge, in her capacity as the foundation of accounting.

**Course content:**

Accounting as information and control system; Objects of accounting; Way of summarizing the balance sheet; Double entry system of accounts; Relationship and dependencies between the balance sheet and the system of accounts in the process of accounting of the enterprise. Trial balances. Nature, types and methods of preparation; Method of documentation; : Inventory as a method of accounting; Evaluation and calculation; Summarize accounting information (mode of my briefing); Organization of accounting in Bulgaria; Principles of accounting for depreciation of materials; Principles of Financial Reporting labor costs and benefits; Principles of financial reporting of production and realization of the enterprise; Principles of accounting for capital reserves and financial results.

**Technology training and assessment:**

Training course takes the form of lectures. Mandatory at the beginning of each lecture is a brief introduction, while ensuring the necessary transience from one topic to another. In the process of familiarizing students with the new theme is carried talk with them to achieve continuity between lectures and themselves to reach conclusions that would bring in new material.

Extramural activity boils down to mastering the theory and use literature, drawing information from the Internet, research in companies, preparation for tests and checks of knowledge in order to control current, systematic training on given topics for upcoming seminars. The students have to independently develop coursework in a list of suggested topics. Coursework defend.

The course ends with an exam at the end of the first semester. Evaluated the knowledge, skills and competence during the seminars in the course of the current control, of utmost importance are the results achieved by the set assignments and tests. In the course of the course includes: conducting current control of any practical training. The current control builds up as responsibility, self-discipline, orderliness in preconditioning builds habits to optimize time, develop logical thinking skills for selecting and analyzing information obtained from different information sources.

## COMPETITIVE STRATEGIES FOR TOURISM DEVELOPMENT

**ECTS credits:** 3

**Form of knowledge check:** ongoing control and exam

**Semester:** 2

**Methodological guidance:**

Department „Tourism”

**Lecturer:**

Assoc. Prof. Mariya Stankova, department "Tourism"

**Annotation:**

The course "Competitive strategies for tourism development" is structured in thematically linked parts. In their logical sequence, they are related to competitiveness of tourism and tourism product, the competition and the competitive advantages. On this basis, students are introduced to the dimensions of the tourism market, market research and marketing information systems. Another topical is also affected – the information support of tourism enterprises through the application of modern information systems in tourism practice. Special attention is paid to the methodology for assessing the competitiveness of the tourist

companies and the decisions arising therefrom. The course is structured in a way to allow students mastering the knowledge required to work in tourism and above all for participation in critical processes of granting and managing competitiveness by applying competitive strategies.

**Course content:**

Terminology, necessary for the absorption of the theme of the competition and competitiveness. Determinants of the tourist market. Market research. Organization of market research. Types of competitive strategies. Providing market information to develop competitive strategies. Marketing information systems. Development and implementation of information systems. Developing competitive strategies. Criteria and indicators for the evaluation of alternative solutions. Decision making.

**Technology of training and assessment:**

Lectures are held under the complex approach of the traditional way of teaching, combined with interactive forms of familiarizing students with the material. The beginning of each lecture is preceded by a brief introduction providing transience from one topic to another. In the process of familiarizing students with the new theme is carried talk with them to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Students are informed about the organization of the training, the peculiarities of the prescribed monitoring and system of assessment on the first lecture.

## TOURIST MARKETS

**ECTS credits:** 3

**Form of knowledge check:** ongoing control and exam

**Semester:** 2

**Methodological guidance:**

Department „Business Administration”

**Lecturer:**

Assoc. Prof. Dimitar Vergiev Ph.d., department "Business Administration"

**Annotation:**

The course is aimed at clarifying the specifics of tourist markets - as an abstract concept for concentrating demand and supply of tourist services and goods (D. Georgiev); as a summary expression of a set of defined icons. relations to producers and consumers of tourism products and services that lead to establishment of socially necessary labor spent on their production (St. Rakadzhiyska) or expression of demand and supply of basic tourist services odpalnitelni services, transport services and other specific services as cultural events, insurance, etc. (A. Enev). Special attention is paid to the peculiarities of the tourist markets of different types and classification criteria. Students are also acquainted with the approaches and measures of market conditions.

**Course content:**

Purpose:

GENERAL CHARACTERISTICS OF THE TOURISM PRODUCT

TOURIST MARKETS

- Definition of the market as an economic category
- Features of the tourist market
- Functions of the tourist market

FEATURES OF DEMAND IN TOURISM

- Nature of tourism demand
- characteristics of tourism demand

- Factors influencing tourism demand

#### FEATURES OF SUPPLY IN TOURISM

- Definition of tourism supply
- characteristics of tourism supply
- Factors influencing the formation of tourist offer

#### TYPES OF TOURIST MARKETS

#### MARKET INTERACTIONS

#### **Technology training and assessment:**

Teaching is a combination of lectures interactive exhibition, presentations and discussion seminars. Presentations are made 3-4 students on specific, predefined themes. They are prepared on the basis of: scientific articles, monographs, studies, conference papers, discussion papers, statistical sources of national and international organizations. Discussion seminars are held on set for self-study publications of leading authors in the field of tourism and tourist markets. On specific topics are invited to participate experts.

Training is done through a combination of lectures, practical exercises and individual task in the form of coursework. The necessary resources for training are: multimedia, computer and internet connection.

## SPORT

**ECTS credits:** 0

**Weekly classes:** 1

**Form of exam:** continuous assessment and examination

**Type of exam:** practical

**Semester:** 2

#### **Departments involved:**

Department „Tourism”

#### **Lecturer:**

Assoc. Prof. Stefan Kapralov, PhD, department "Tourism"

#### **Abstract:**

Theory and methodology of physical education treated two sides of the motor function of the human body - absorption of certain motor skills and education of physical /motor/ properties that affect two organically bound directions of the pedagogical process:

- training to master the art of movement - technical training;
- training to education of physical qualities - physical training;

Physical preparation is an essential part of the teaching process, which is determined by certain specific activity consisting of the biological needs of the body of functional load exercise.

#### **Course content:**

Purpose and tasks of physical education in the universities, the students with the organization of physical education, profiling interest groups. Athletics. Basketball. Football. Aerobics. Keep fit. Pilates. Table tennis. Tourism.

Hiking, cross or off-road recreational strengthening jogging, hiking, nature trails.

Understanding the natural resources and cultural heritage of Bulgaria in the Southwestern region.

#### **Technology training and assessment**

Physical preparation is associated with significant upward trend in the overall level of functionality of the body, harmonious physical development and health promotion. Physical training is a prerequisite for any kind of sports or high labor specialization. Inherently physical training is a very complex and multifaceted process inextricably linked, as with education of physical qualities /strength, speed, stamina, agility, flexibility / and by acquiring



a certain amount of knowledge, skills and motor skills, in accordance with expansion mastering sport skills and spiritual values of those involved. Classes are held at appropriate sites for the sports taught in semester.

## **TOUR OPERATORS, TRANSPORT AND AGENCY ACTIVITY**

**ECTS credits:** 5

**Form of knowledge check:** ongoing control and exam

**Semester:** 3

**Methodological guidance:**

Department „Tourism”

**Lecturer:**

Assoc. Prof. Maria Stankova, Department "Tourism"

**Annotation:**

The course "Tour operator, transport and agency activity" present in a logical sequence the specificity of the tourism industry and the nature of tourist product orientated to the site of its consummation - the tourist destination. The attention is pointed also to the process of distribution, the types of distribution systems and the role of new technologies, connected to it. In a separate section is discussed the characteristics and modes of service when traveling by different vehicles. The actuality of the problem is determined by the role and the importance of tour operators' and tour agencies', operating traditionally or electronically. The course is based on the legal framework for the activities of tour operators and agency companies in the context of international and domestic market.

**Course content:**

State and development of the tourism industry. Trends in the Bulgarian tourist industry. Structure of tour activities. Structure of the travel agents. Legal framework. The product structure of the tour company. Features in the activities of the tourist agency company. Developing a brochure, catalog, and leaflet. Assembly of packages. Distribution channels. Transport service modes: road transport - car, bus, rail, specialized, water transport - sea, ocean, river, air transport.

**Technology of training and assessment:**

Lectures are held under the complex approach of the traditional way of teaching, combined with interactive forms of familiarizing students with the material. The beginning of each lecture is preceded by a brief introduction providing transience from one topic to another. In the process of familiarizing students with the new theme is carried talk with them to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Students are informed about the organization of the training, the peculiarities of the prescribed monitoring and system of assessment on the first lecture.

## **ECONOMICS OF TOURISM**

**ECTS credits:** 5

**Form of exam:** continuous assessment and examination

**Semester:** 3

**Departments involved:**

Department „Business Administration”

**Lecturer:**

Assoc. Prof. Dimitar Vergiev Ph.d., department "Business Administration"

**Weekly classes:** 1

**Type of exam:** written

**Abstract:**

The training course on "Economics of Tourism" is intended for students of "Organization and management of hotels and restaurants." Aims to form a conceptual apparatus on this basis to reveal the relationship between theory and practice in tourism, and to consider tourism as an economic system, which is a set of uniform, interrelated elements and processes aimed at creating a hotel product. The study of the course aims to launch a basic knowledge of economy in tourism. By putting the question of the existence of political differentiation of tourism are determined and the main objectives of the course - to give basic knowledge about the economy in tourism related to the behavior of this system - to reveal the extent of its development; To highlight the main directions in the tourism economy. The nature of manifestation of entrepreneurship and innovation in tourism. By the content of the course students will learn about the new trends in the tourism industry under the conditions of a market economy.

**Course content:**

Understand the fundamental questions about the nature of the tourism economy.

Emergence and development of the theory of tourism; Place of tourism in other sciences and theories; Nature, definition and content of tourism; Role and importance of tourism; Problems and conflicts in the development of modern tourism; Tourist place; Tourism enterprises; Material base of tourism; Economic efficiency of tourism; Tourism policy; Tourism planning; The state policy in the field of tourism; Marketing, advertising and public relations in the Bulgarian tourist industry; Development of the tourism industry in Bulgaria in the 21st century - some basic views and forecasts.

**Technology training and assessment:**

Lectures are held by the established traditional way, students are acquainted with the material. Mandatory at the beginning of each lecture is a brief introduction, while ensuring the necessary transience from one topic to another. In the process of familiarizing students with the new theme is carried talk with them to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Students are informed about the organization of the training, the peculiarities of the prescribed monitoring and system of assessment at the first lecture and seminars.

## EUROPEAN CULTURAL ROUTES

**ECTS credits:** 3

**Form of knowledge check:** ongoing control and exam

**Semester:** 3

**Methodological guidance:**

Department „Tourism”

**Lecturer:**

Dr. Svetoslav Kaleychev, department "Tourism"

**Annotation:**

The course of "European Cultural Routes" presents program of the Council of Europe - a framework for cooperation between the signatories to the European Convention for the protection of cultural and natural heritage. It examines the cultural roads of Europe as a kind of cultural heritage and a tool for sustainable development path - as a historical symbol of exchange and relations between nations. Due to these facts the aim of the course is to expand students' knowledge of the European cultural routes as a program of the Council of Europe, with activities and tasks of the European Institute of Cultural Routes. It aims to introduce them to the trails - approved in time cultural routes of exchange and influence between the

**Weekly workload:**

**Type of exam:** written

peoples of Europe, and today's development as a tool to protect cultural and natural heritage, improving the quality of life, as a resource for economic and cultural development European countries.

**Course content:**

European Cultural Routes - is program and framework for cultural cooperation between the signatories to the European Convention for the protection of cultural and natural heritage. European Institute of Cultural Routes - The role and activities. Pilgrimage routes - Road to Santiago de Compostela; St. Martin of Tours; Via Francigena. The architecture of Europe Cultural Routes: Architecture without borders; Wenzel and Vauban; Parks and gardens. Religious influences: Cluniac sites in Europe. Effects of other peoples on the culture of Europe: Al-Andalus; Way of Jewish heritage; Vikings. Natural and industrial heritage of Europe: The Way of iron; the path of the olive tree. Intangible heritage as a way of uniting Europe: The Way of the Castilian language. Cultural Corridors of South East Europe - crossroads of civilizations and religions over the centuries, shared heritage and a key to future partnership: Via Adriatica. Via Egnatia; Via Pontica Via Anatolia; Diagonal Road; Danube Road; West Border Crossing; East Border Crossing; KK Sofia - Ohrid.

**Technology o training and assessment:**

Lectures are held under the complex approach of the traditional way of teaching, combined with interactive forms of familiarizing students with the material. The beginning of each lecture is preceded by a brief introduction providing transience from one topic to another. In the process of familiarizing students with the new theme is carried talk with them to achieve continuity between lectures and themselves to reach conclusions that would bring in new material. Students are informed about the organization of the training, the peculiarities of the prescribed monitoring and system of assessment on the first lecture.

## SPORT

**ECTS credits:** 0

**Weekly classes:** 1

**Form of exam:** continuous assessment and examination

**Type of exam:** practical

**Semester:** 3

**Departments involved:**

Department „Tourism”

**Lecturer:**

Assoc. Prof. Stefan Kapralov, PhD, department "Tourism"

**Abstract:**

Theory and methodology of physical education treated two sides of the motor function of the human body - absorption of certain motor skills and education of physical /motor/ properties that affect two organically bound directions of the pedagogical process:

- training to master the art of movement - technical training;
- training to education of physical qualities - physical training;

Physical preparation is an essential part of the teaching process, which is determined by certain specific activity consisting of the biological needs of the body of functional load exercise.

**Course content:**

Purpose and tasks of physical education in the universities, the students with the organization of physical education, profiling interest groups. Athletics. Basketball. Football. Aerobics. Keep fit. Pilates. Table tennis. Tourism.

Hiking, cross or off-road recreational strengthening jogging, hiking, nature trails.

Understanding the natural resources and cultural heritage of Bulgaria in the Southwestern region.

**Technology training and assessment**

Physical preparation is associated with significant upward trend in the overall level of functionality of the body, harmonious physical development and health promotion. Physical training is a prerequisite for any kind of sports or high labor specialization. Inherently physical training is a very complex and multifaceted process inextricably linked, as with education of physical qualities /strength, speed, stamina, agility, flexibility / and by acquiring a certain amount of knowledge, skills and motor skills, in accordance with expansion mastering sport skills and spiritual values of those involved. Classes are held at appropriate sites for the sports taught in semester.

## **SUSTAINABLE DEVELOPMENT OF TOURISM**

**ECTS credits:** 5

**Weekly workload:** 2

**Form of knowledge check:** ongoing control and exam

**Type of exam:** written

**Semester:** 4

**Methodological guidance:**

Department „Tourism”

**Lecturer:**

Chief-assistant Dr. Stefan Kirilov, department of Tourism

**Annotation:**

This course “Sustainable Development of Tourism” aims to acquaint students with the development as the main motive for the social and economic activity of the person that it represents growth, maturation, achieving completeness in terms of potential objective. The society does not have entirely objective indicators of the degree of development of individuals. There is not - and could not exist - a single opinion as regards the characteristics of the status of full development. Understanding evolution is changing in the process of development, it reflects changing subjective views. Therefore, the concept of development reflects the values and moral norms of society and individuals. The resources must be used in such a way providing a base for the development for a very long period of time (to infinity). This means ensuring continuity of the development process in increase of its intensity. This is necessary condition for the development can be called resistance. Development must be sustainable - uninterrupted and with increasing intensity.

**Course content:**

Nature and importance of sustainable development theory and practice. Categories and concepts of sustainable development. Sustainable Tourism Development - nature. Indicators for sustainable development. A policy for sustainable development of different types of tourism. A policy of sustainable development of natural resources. A policy for sustainable development of anthropogenic resources. Sustainable development in the field of culture. Perspectives in sustainable tourism development. Nature and principles of sustainable development in tourism. Sustainable development policy of the Republic of Bulgaria. Environmental policy and sustainable development. Social policy and sustainable development. Economic policy and sustainable development. Sustainable development and environment. Institutional and international programs for sustainable development in tourism.

**Technology of training and assessment:**

The training course takes in the form of lectures. Required at the beginning of each lecture makes a brief introduction, while ensuring the necessary transience from one topic to another. In the process of familiarizing students with the new theme is carried talk with them to

achieve continuity between the individual lectures and themselves reach conclusions that would bring in new material. Students are informed about the organization of the training, the peculiarities of the prescribed monitoring and system of assessment on the first lecture.

## **TOURIST ANIMATION AND GUIDE SERVICE**

**ECTS credits:** 5

**Week workload:** 2I+2s

**Form for checking the knowledge:** current control and exam **Form of the exam:** written

**Semester:** 4

**Methodological management:**

Department „Tourism”

**Lecturer:**

Associate Professor Stoyan Kirov, Department “Tourism”

**Annotation:**

The purpose of the course is to give a didactic based system of applied knowledge designed to form specific skills of theoretical and practical kind for guide service and animation in tourism activity. It is revealed the main concepts in guide service and animation, laws and regulations in the field of tourism related to guide service and animation activities. Organize info tours for tour operators. Animation activities and events performed by guides.

**Contents of the academic discipline:**

Introduction to guide service, Establishment and development of guide service, Significance and role of the guide service in the system of tourism, Responsibilities of the guide, main requirements to the guide, Types of guides, accounting in guide service, nature and development of animation, Types of animation, Resource of tourist animation, typology of attractions, model of tourist animation.

**Technology for education and evaluation**

Lectures are held by the established traditional way, students are introduced with the material. It is mandatory at the beginning of each lecture to be done a brief introduction, as ensure the necessary transience from one topic to another topic. There is a discourse in the process of introduction of the students with the new topic in order to achieve continuity between the separate lectures and the students themselves to reach to conclusions which will bring them in the new material. Students are informed about the organization of the education, for the characteristics of the educational monitoring and for the system of assessment at the first lecture and the first seminar.

## **SPORT**

**ECTS credits:** 0

**Weekly classes:** 1

**Form of exam:** continuous assessment and examination

**Type of exam:** practical

**Semester:** 4

**Departments involved:**

Department „Tourism”

**Lecturer:**

Assoc. Prof. Stefan Kapralov, PhD, department "Tourism"

**Abstract:**

Theory and methodology of physical education treated two sides of the motor function of the human body - absorption of certain motor skills and education of physical /motor/ properties that affect two organically bound directions of the pedagogical process:

- training to master the art of movement - technical training;
- training to education of physical qualities - physical training;

Physical preparation is an essential part of the teaching process, which is determined by certain specific activity consisting of the biological needs of the body of functional load exercise.

**Course content:**

Purpose and tasks of physical education in the universities, the students with the organization of physical education, profiling interest groups. Athletics. Basketball. Football. Aerobics. Keep fit. Pilates. Table tennis. Tourism.

Hiking, cross or off-road recreational strengthening jogging, hiking, nature trails.

Understanding the natural resources and cultural heritage of Bulgaria in the Southwestern region.

**Technology training and assessment**

Physical preparation is associated with significant upward trend in the overall level of functionality of the body, harmonious physical development and health promotion. Physical training is a prerequisite for any kind of sports or high labor specialization. Inherently physical training is a very complex and multifaceted process inextricably linked, as with education of physical qualities /strength, speed, stamina, agility, flexibility / and by acquiring a certain amount of knowledge, skills and motor skills, in accordance with expansion mastering sport skills and spiritual values of those involved. Classes are held at appropriate sites for the sports taught in semester.

## **TECHNOLOGY OF TOURIST SERVICE**

**ECTS credits:** 5

**Form of knowledge check:** ongoing control and exam

**Semester:** 5

**Methodological guidance:**

Department „Tourism”

**Lecturer:**

Associate Professor Stoyan Kirov, department “Tourism”

**Annotation:**

The aim of the course is to provide knowledge and skills for achieving higher quality and higher culture of service to the tourists. The study of the course aims to launch the start of staged acquisition of theoretical professional knowledge and of professional practical skills and habits for organization and technology of tourist service in general. It is reviewed the theoretical foundations of the complex tourist service. It is revealed the necessity of implementation of integrated technologies for the production of a such tourist product which can satisfies not only the growing tourism needs, but also contribute to enhancing the competitiveness of tourism companies.

**Course content:**

Tourist service - nature, content, features, Background of the technology in tourism - content, Classification of the technologies in tourism, technological process, technological scheme, Technology of the additional services in tourism, Technology of transport service, Technology of informational service, Technology of guide service - types of trips and classification, Technology of tourism animation – types of animation in tourism, Technology of infrastructural activities, Technology of brokering – types of brokering travel agencies, technological process of brokering, Technology of trade service – Stages, technological cycle, technology of buy and sell process, Technology of inventory processes, Socially -

psychological characteristics in tourist service.

**Technology of the education and assessment:**

Lectures are held by the established traditional way, students are introduced with the material. It is mandatory at the beginning of each lecture to be done a brief introduction, as ensure the necessary transience from one topic to another topic. There is a discourse in the process of introduction of the students with the new topic in order to achieve continuity between the separate lectures and the students themselves to reach to conclusions which will bring them in the new material. Students are informed about the organization of the education, for the characteristics of the educational monitoring and for the system of assessment at the first lecture and the first seminar.

## ORGANIZATION OF TOURISM AND LEISURE TIME

**ECTS credits:** 3

**Form of knowledge check:** ongoing control and exam

**Semester:** 5

**Methodological guidance:**

Department „Tourism”

**Lecturer:**

Assoc. Prof. Stefan Kapralov, PhD, department "Tourism"

**Annotation:**

Discipline "Organization of tourism and leisure time" aims to introduce students to the beauty of the Bulgarian mountains, chalets in Bulgaria, natural phenomena and methods of organization of the hike, to offer the tourist market unconventional type of tourist service. Students acquire useful life and their profession practical skills and self-care skills, guidance, knowledge of the time and others.

The aim of the course is to acquaint students with the theoretical and methodological problems of "Organization of tourism and leisure time". Practiced is primarily a macroeconomic level, only where necessary, and present problems of other levels, as well as to form conceptual apparatus students.

Students are familiarized with the procedures for developing, evaluating and implementing European policies in the field of tourism of specific projects. The second section deals with the theoretical and methodological issues of investments and the investment process and the implementation of European policy, students are acquainted with the procedures for the development, evaluation and policy choices of tourism.

The goal is accomplished by:

1. Use of modern methods of teaching and resourcing of lectures practical training in the discipline;
2. Stimulating work in various forms of extracurricular employment;
3. Application of the knowledge acquired in other subjects and in practice.

**Course content:**

Scientific - theoretical and methodological foundations of tourism.

Structure and content of a tourist complex preparation.

Safety systems in tourism.

Recreation requirements to tourist sites.

Generating experiences.

Organization of leisure tourism through participation in recreational activities.

Organizing recreation and leisure in the permanent residence by the presence in leisure activities.

Practice organization of leisure in the tourism industry.

**Technology training and assessment**

To provide quality education to the students, "Organisation of Tourism and Leisure" combines flexible different methods and forms of education: lectures on key topics and independent work in the form of coursework. Forms of control are also consistent with the nature of the discipline - the conduct of inspections, tests, discussion of case studies and written test of knowledge.

Evaluation of students' performance in the training process is consistent with the requirements of Ministry of Education and Science (MES) implementation of the system of accumulation and transfer of credits.

## ACTIVE RECREATION AND LEISURE TIME

**ECTS credits:** 3

**Weekly workload:** 11

**Form of knowledge check:** ongoing control and exam

**Type of exam:** written

**Semester:** 5

**Methodological guidance:**

Department „Tourism”

**Lecturer:**

Assoc. Prof. Stefan Kapralov, PhD, department "Tourism"

**Annotation:**

The course „Active recreation and leisure time" is in support of Article 14 of the Charter of fundamental rights of European citizens and provide better quality of life through health prevention and improvement through in the implementation of health practices of people in urban and holiday environment.

The purpose of training is to master the knowledge and skills of organized recreation and leisure in tourism. Students learn about the different leisure activities, tourism and recreation. This will enable students to master the knowledge and practical skills for managers and organizers of activities enriching the knowledge of tourists and contributing to good and meaningful content of leisure time and entertainment.

The main task of the course is to give students a basic understanding of the major geographical and cultural and historical sites in the country and to get acquainted with the methods and ways of organizing trips in different kinds of tourism.

**Course content:**

Psychology and tourism behaviour. Psychological needs of people. Recreational opportunities and recreational tourism. Recreational requirements to tourist sites. Essence of leisure time. Leisure and Human Development. Use of leisure time. Integration of sports leisure health - policy functions alternatives. Organization of leisure time in tourism through participation in recreational activities. Organizing recreation and leisure time in the permanent residence by the presence in leisure activities. Practice organization of leisure time in the tourism industry.

**Technology training and assessment:**

Lectures in this course are conducted in the traditional way by introducing students to the teaching material. Mandatory at the beginning of each lecture respects the rule brief introduction to ensure transience from one topic to another. Upon presentation of the new themes of the students is carried out debate with them to achieve continuity between lectures and draw conclusions from them in order to introduce the new material. The requirement lectures are schematically illustrated with tables and necessary for the purposes of training examples.



Evaluation of students' performance in the training process is consistent with the requirements of Ministry of Education and Science (MES) implementation of the system of accumulation and transfer of credits.

## **SPORT**

**ECTS credits:** 0

**Form of exam:** continuous assessment and examination

**Semester:** 5

**Departments involved:**

Department „Tourism”

**Lecturer:**

Assoc. Prof. Stefan Kapralov, PhD, department "Tourism"

**Abstract:**

Theory and methodology of physical education treated two sides of the motor function of the human body - absorption of certain motor skills and education of physical /motor/ properties that affect two organically bound directions of the pedagogical process:

- training to master the art of movement - technical training;
- training to education of physical qualities - physical training;

Physical preparation is an essential part of the teaching process, which is determined by certain specific activity consisting of the biological needs of the body of functional load exercise.

**Course content:**

Purpose and tasks of physical education in the universities, the students with the organization of physical education, profiling interest groups. Athletics. Basketball. Football. Aerobics. Keep fit. Pilates. Table tennis. Tourism.

Hiking, cross or off-road recreational strengthening jogging, hiking, nature trails.

Understanding the natural resources and cultural heritage of Bulgaria in the Southwestern region.

**Technology training and assessment**

Physical preparation is associated with significant upward trend in the overall level of functionality of the body, harmonious physical development and health promotion. Physical training is a prerequisite for any kind of sports or high labor specialization. Inherently physical training is a very complex and multifaceted process inextricably linked, as with education of physical qualities /strength, speed, stamina, agility, flexibility / and by acquiring a certain amount of knowledge, skills and motor skills, in accordance with expansion mastering sport skills and spiritual values of those involved. Classes are held at appropriate sites for the sports taught in semester.