

### Entitlement

Sakes of tourism services

### Prerequisites

Not required

### Main aim

To develop the ability to create and sell tourism products meeting the consumers' needs and using tourism applications

### Summary

The module consists of Tourism Product Creation subject (TPK), Business Practical Training (IB) and Applied Programs (TPKTP) subject.

Studying the Tourism Product Creation (TPK) subject, students consider the core, typology and structure of tourism products. Overview market segmentation techniques, consumer needs, and key travel motives.

The subject of business practical training (IB) is designed to analyze and to evaluate: the business environment, the management of a tourism company, tourism services and products, financial and material resources and change.

By studying the subject of Applied Programs (TPKTP) students will apply theoretical knowledge in developing a tourism product. Get acquainted with various programs that can be applied in the tourism sector.

### Learning Outcomes

1. Manage product distribution channels
2. Analyse consumers' needs, realize travelling motives, and be able to offer the right tourist product accordingly
3. Create tourism products, prepare their itineraries, and determine price of the product
4. Develop the company's vision, mission and goals. Establish an appropriate organizational structure, prepare personnel documents and organize personnel management processes. Analyze and evaluate the company's financial indicators
5. Manage the purchase and sale of services and goods. Make cooperation agreements with imitation companies in the global network. Prepare commercial and other business proposals
6. Apply theoretical knowledge to develop a tourism product tailored to customer needs
7. Critically evaluate the ability of specific programs to perform certain tasks / actions to meet the needs of clients in the tourism sector

## Syllabus

1. The core of tourism product: definition, typology and structural parts
2. Market segmentation. Consumer needs. Travel motives categories. Tourism classification according purpose of traveling
3. Development stages of the tourism product. route planning, itinerary development, pricing
4. Tourism product distribution channels. Tour operator and travel agency responsibilities presenting and selling tourism product to consumers
5. Applications. Possibilities of programs. Application databases
6. The programs, which are designed for the development and sale of a tourism product. Markings of various tourist objects
7. Programs related to the promotion and sale of tourism product. Creating customer databases
8. Functions of Imitation company and SIMULITH network. The structure of worldwide network
9. Human resource management: recruitment, work time accounting, collection of government resolutions and normative documents, dismissal, correspondence management, correct document management and archiving
10. Marketing management: formation of company's image by presenting and representing it, preparation of advertisements and offers, preparation for network events
11. Organization and analysis of purchases and sales
12. Financial company management: taxes, organization of settlements with other companies, bank transfers

## Evaluation procedure of knowledge and abilities

Ten grade and gathered evaluation system is applied. The semester's individual work tasks are evaluated by grades; the final grade is given during the examination session while multiplying particular grades by the lever coefficient and summing the products.