# SYLLABUS

*of the academic discipline (selective)*
## *TOURISM AND SECURITY MANAGEMENT*

Specialty             **D3 Management**

Educational level:      **First (bachelor's) level**

Educational program:      **Management**

IAPM 2025

## General information about the academic discipline

| Name of the discipline | **Tourism and Security Management** |
|---|---|
| Code and name of specialty | **D3 Management** |
| Level of higher education | First (bachelor's) level |
| Discipline status | Selective |
| Number of credits and hours | **3 credits / 90 hours.** Lectures: 20 Seminars/practical classes: 14 Students' independent work : 56 |
| Terms of study of the discipline | 5 semester |
| Language of instruction | Ukrainian |
| Type of final control | Pass/fail (credit) |

## General information about the teacher. Contact information.

| Gutsaliuk Oleksiy Mykolayovych | |
|---|---|
| Academic degree | Doctor of Economics |
| Position | Professor of the Department of Economics and Management |
| Areas of scientific research | Mechanisms of venture financing and management of innovative projects; development of modern international economic relations and strategies for commercialization of startups in the context of global challenges and digital economy |
| Links to the registers of identifiers for scientists | Google Scholar https://surl.li/vyldro ORCID: https://orcid.org/0000-0002-6541-4912 SCOPUS: https://www.scopus.com/authid/detail.uri?authorId=57215935877 |
| Contact information: | |
| E-mail: | menedzmentuk@gmail.com |
| Contact phone number | +380677445957 |
| Instructor's portfolio on the website | https://izmail.maup.com.ua/assets/files/gucalyuk-portfolio-a.pdf |

**Discipline's description.**

The educational component "Tourism and Security Management" is aimed at forming a set of knowledge and practical skills in the organization of tourism activities with a priority on the safety component. The course focuses on current forms of modern tourism (family outbound tourism, cross-border shopping tours, gastronomic and rural green tourism) in regions with a low level of risk. border (Moldova, Romania, Bulgaria), the logistics of weekend tours and the algorithms of the manager's actions in non-standard situations.

**The subject of the discipline** is managerial relations, organizational processes and technologies of ensuring security that arise during the formation, promotion and sale of tourist products in modern conditions.

**The aim of the discipline** is to form a system of professional competencies for the effective management of tourism enterprises, the development of safe tourist routes and minimization of risks to the life and health of tourists during travel.

**The objectives of the discipline** are to study the regulatory framework for tourism security, master the methodology for assessing the risks of border areas and acquire skills in logistics planning of family and specialized tours. Students should learn how to design safe tourism products, organize support for vulnerable groups of tourists and implement digital security monitoring tools in the tourism business.

As a result of studying the selective educational component "Tourism and Security Management", applicants must:

**Know:**
− the specifics of organizing outbound tourism to border countries (Moldova, Romania, Bulgaria);
− requirements for the safety of children's recreation and recreation;
− features of management of local types of tourism (gastro-, green, shopping tourism);
− Algorithms of anti-crisis management in the tourism industry..

**be able to:**
− instruct tourists on the rules of conduct and safety abroad;
− carry out logistical calculation and support of outbound group trips;
− assess the potential risks of tourist destinations;
− use mobile applications and online services to coordinate the safety of tourist groups.

**Prerequisites for the discipline.** The study of the discipline in the 5th semester is based on the knowledge and skills acquired in the course of mastering the compulsory disciplines of the previous semesters: Jurisprudence, Management, Enterprise Economics, Digital Technologies in Management, Foreign Language.

**Post-requisites for the discipline.** The acquired competencies become the basis for further study of such disciplines as Fundamentals of Entrepreneurship, Fundamentals of Business Management, Logistics Management, Strategic Management of Enterprise, as well as provide preparation of students for professional practice and writing term papers and diploma papers related to service activities and management in the field of services.

## Content of the academic discipline

| № | Topic name | Teaching Methods/Assessment Methods |
|---|---|---|
| Topic 1 | Theoretical Foundations of Tourism and Safety Management | **Teaching methods:**<br>- lectures-discussions on cross-border mobility, problematic lectures on the organization of children's recreation under martial law. |
| Topic 2 | Legal regulation and safety in outbound tourism | |

| | | |
|---|---|---|
| Topic 3 | Children's and Family Tourism Management | - analysis of interactive maps of regional security, viewing virtual tours of green tourism facilities of Odesa region and the border. |
| Topic 4 | Organization and safety of weekend tourism | - workshops on the development of weekend routes, independent design of safety checklists for outbound shopping tours to Romania. |
| Topic 5 | Shopping tourism: logistics and economic security | - the case-studi method (solving emergency situations at the border), the role-playing game "Briefing mothers before traveling to Bulgaria", the development of the concept of a safe gastro tour. |
| Topic 6 | Gastronomic and wine tourism (Enogastrotourism) | **Assessment methods** |
| Topic 7 | Rural Green Tourism: Environmental and Physical Safety | - monitoring activity during the development of routes, express assessment of knowledge of the rules for crossing the border with children. |
| Topic 8 | Risk Management in Tourism | - evaluation of the individual project "Logistics and Safety of a Family Tour Abroad", calculation of the cost and risks of the shopping tour program. |
| Topic 9 | Digital tools in security management | - public defense of the developed "weekend" tour, presentation of the strategy for promoting the green tourism object. |
| Topic 10 | Strategic planning for the development of safe types of tourism | - Final control (credit), which is carried out in the form of comprehensive testing and evaluation of the portfolio of developed tourist products with an emphasis on their safety characteristics. |
| Module Assessment Task | | |
| Final assessment: pass/fail (credit) | | |

**Technical Equipment and Software.**

Material and technical support of the educational process involves the use of specialized classrooms and library funds. Multimedia equipment (projector, computer) is used to visualize the educational material during lectures and seminars. Practical tasks and in-depth study of topics are provided by access to the Internet via free Wi-Fi coverage. Additionally, it is planned to use cloud services for teamwork (for example, Trello or Notion), specialized software for financial modeling, as well as artificial intelligence tools for conducting market research and assessing the potential of innovative projects.

**Forms and methods of assessment.**

The system of assessment of applicants' knowledge includes current and final (semester) control.

*Current assessment* is carried out systematically during practical and seminar classes in order to check the level of assimilation of theoretical foundations, the formation of diagnostic and forecasting skills, as well as the ability to use specialized software for modeling and data analysis.

*Forms of student participation in the educational process that are subject to ongoing control.*

Students' participation in the educational process is realized through oral presentations, presentations of analytical research, reports on the results of case studies, as well as active involvement in professional discussions and brainstorming. The written component of the work includes the performance of control and test tasks, the preparation of analytical notes, abstracts and notes based on the materials of lectures and independent study.

**Methods of ongoing assessment include:** The methodological tools of control combine oral forms (surveys, interviews) and written types of work (reports, calculation tasks, building models). The assessment is also based on observing the activity of applicants in solving problem situations, checking the results of the presentation of individual projects, and conducting testing with open and closed types of tasks.

Grading system and requirements.
Table of distribution of points received by students*

| Topics | Ongoing knowledge assessment | | | | | | Final control | | Total points |
|---|---|---|---|---|---|---|---|---|---|
| | Seminar 1 (Topic 1,2) | Seminar 2 (Topic 3,4) | Seminar 3 (Topic 5) | Seminar 4 (Topic 6,7) | Seminar 5 (Topic 8,9) | Seminar 6 (Topic 10) | Module assessment task | Pass /Fail | |
| Work in a seminar class | 6 | 6 | 6 | 6 | 6 | 6 | 20 | 20* | 100 |
| Independent work | 4 | 4 | 4 | 4 | 4 | 4 | | | |

*The table contains information about the maximum points for each type of academic work of a higher education applicant.

**Assessment Criteria and Procedure**

Assessment of students' educational achievements is carried out in accordance with the current Regulations on Assessment in a Higher Education Institution.

**Modular Assessment.** Modular Assessment (MA) is carried out at the final lesson of each content block in the form of written testing.

When evaluating the unit test, the volume and correctness of the tasks are taken into account:
- grade "excellent" (A) is given for the correct completion of all tasks (or more than 90% of all tasks);
- grade "good" (B) is given for completing 80% of all tasks;
- grade "good" (C) is given for completing 70% of all tasks;
- the grade "satisfactory" (D) is given for the correct completion of 60% of the proposed tasks;
- the grade "satisfactory" (E) is given if more than 50% of the proposed tasks are correctly completed;
- An "unsatisfactory" (FX) rating is given if less than 50% of the tasks are completed.
- Failure to appear for the unit test - 0 points.
  The above scores are converted into rating points as follows:
  "A" - 18-20 points;
  "B" - 16-17 points;
  "C" - 14-15 points;
  "D" - 12-13 points.
  "E" - 10-11 points;
  "FX" - less than 10 points.

The final semester assessment in the discipline "Tourism and Security Management" is a mandatory form of assessment of students' learning outcomes. It is carried out within the terms determined by the curriculum and covers the amount of material determined by the course program.

The final assessment is carried out in the form of a test. A student who has completed all the necessary work is admitted to the semester assessment.

The final grade is given based on the student's learning outcomes during the semester. The student's assessment consists of points accumulated from the results of the current assessment and incentive points.

Students who have completed all the required tasks and received a score of 60 points or higher receive a grade corresponding to the grade received, without additional testing.

For students who have completed all the necessary tasks, but received a score below 60 points, as well as for those who want to improve their score (result), the teacher conducts the final work in the form of a test during the last scheduled lesson in the discipline in the academic semester.

*Evaluation of Additional (Individual) Educational Activities*

Additional (individual) types of educational activities include the participation of applicants in the work of scientific conferences, scientific circles of applicants and problem groups, preparation of publications, participation in All-Ukrainian Olympiads and competitions and International competitions, etc., in excess of the scope of tasks that are established by the relevant work program of the academic discipline.

By the decision of the department, students who participated in research work and performed certain types of additional (individual) types of educational activities can be awarded incentive (bonus) points for a certain educational component.

**Assessment of independent work (Maximum — 4 points)**

The total number of points received by a student for independent work is one of the components of academic success in the discipline. Independent work on each topic, according to the course program, is evaluated in the range from 0 to 4 points using standardized and generalized criteria for assessing knowledge.

Scale for evaluating the performance of independent work (individual tasks)

| Maximum possible assessment of independent work (individual tasks) | Execution level | | | |
|---|---|---|---|---|
| | Excellent | Good | Satisfactory | Unsatisfactory |
| 4 | 4 | 3 | 2 | 0-1 |

Forms of assessment include: current assessment of practical work; current assessment of knowledge acquisition based on oral answers, reports, presentations and other forms of participation during practical (seminar) classes; individual or group projects that require the development of practical skills and competencies (optional format); solving situational problems; preparation of resumes on independently studied topics; testing or written exams; preparation of draft articles, conference abstracts and other publications; other forms that ensure a comprehensive assimilation of the curriculum and contribute to the gradual development of skills for effective independent professional (practical, scientific and theoretical) activities at a high level.

To assess the learning outcomes of a higher education applicant during the semester, a 100-point, national and ECTS assessment scale is used

Summary assessment scale: national and ECTS

| Total points for all types of learning activities | ECTS assessment | National scale assessment | |
|---|---|---|---|
| | | for exam, course project (work), internship | For pass/fail (credit) |
| 90 – 100 | A | excellent | pass |
| 82 – 89 | B | good | |
| 75 – 81 | C | | |
| 68 – 74 | D | satisfactorily | |
| 60 – 67 | E | | |
| 35 – 59 | FX | unsatisfactory with the possibility of reassembly | fail unsatisfactory with the possibility of retaking |
| 0 – 34 | F | unsatisfactory with mandatory re-study of the discipline | fail with mandatory re-study of the discipline |

**Discipline's Policy**

Mastering the discipline "Tourism and Security Management" requires students to have a high level of self-organization, empathy and readiness to make responsible management decisions. The educational process in the 5th semester is built on the principles of active interaction, so regular attendance at classes is mandatory for mastering safety algorithms and rules for accompanying tourist groups. Students should take an active part in modeling outbound tours, developing weekend itineraries, and analyzing crisis situations that arise during travel. Timely completion of practical tasks and presentation of your own security checklists are a prerequisite for successful completion of the course. In case of missing classes, the applicant must independently work through the theoretical material and prepare an analytical analysis of the missed topic to confirm knowledge of minimizing risks in tourism.

The activities of the future tourism manager are based on strict adherence to the norms of professional ethics and academic integrity. Applicants must independently develop logistics schemes for shopping tours, conduct a safety audit of tourist destinations and form author's gastronomic routes. When using statistical data, cartographic materials or regulations of border countries (Romania, Moldova, Bulgaria), it is mandatory to provide correct references to primary sources.

Within the framework of the study of the course, any manifestations of academic dishonesty are strictly prohibited, in particular, plagiarism in the projects of tourist routes, copying tour programs from commercial sites without their processing and analysis, as well as fabrication of data on security conditions in the regions. It is unacceptable to cheat during testing, use third-party assistance in solving situational problems on the test or unauthorized generation of analytical reports using artificial intelligence without properly indicating its role. Any violation of the principles of integrity leads to the cancellation of points for the relevant work without the right to retake it, which is in line with the general policy of the institution regarding the formation of an honest educational environment.

## Recommended sources of information

### Basic literature:

1. On personal peasant farming: Law of Ukraine of May 15. 2003, No. 742-IV. URL: https://zakon.rada.gov.ua/laws/show/742-15
2. On the procedure for leaving Ukraine and entering Ukraine for citizens of Ukraine: Law of Ukraine of January 21. 1994, No. 3857-XII. URL: https://zakon.rada.gov.ua/laws/show/3857-12
3. On approval of the Rules for crossing the state border by citizens of Ukraine: Resolution of the Cabinet of Ministers of Ukraine of January 27, 1995, No. 57. URL: https://zakon.rada.gov.ua/laws/show/57-95-%D0%BF
4. On tourism: Law of Ukraine of September 15. 1995, No. 324/95-VR. URL: https://zakon.rada.gov.ua/laws/show/324/95-%D0%B2%D1%80
5. Strategy for the Development of Tourism and Resorts for the Period up to 2026: Order of the Cabinet of Ministers of Ukraine dated 16 March. 2017, No 168-r. URL: https://zakon.rada.gov.ua/laws/show/168-2017-%D1%80
6. Active tourism: theory and practice: textbook / M. P. Malska, M. Z. Hamkalo, P. V. Romaniv. Kyiv: Publisher FOP Picha Y. V., 2024. 248 p.
7. Economics of Tourism: Textbook / V. Y. Svitlychna, S. A. Aleksandrova. Kharkiv: KNUMG named after O. M. Beketova, 2022. 167 p. URL: https://eprints.kname.edu.ua/61821/1/%D0%A1%D0%B2%D1%96%D1%82%D0%BB%D0%B8%D1%87%D0%BD%D0%B0%2C%2011%D0%9F%2C%202021%2C%20pdf.pdf
8. International tourism: tutorial. / I. G. Rozhi, O. V. Braslavska. Uman: Visavi, 2020. 180 p. URL: https://dspace.udpu.edu.ua/bitstream/123456789/17260/1/%D0%9C%D1%96%D0%B6%D0%BD%D0%B0%D1%80%D0%BE%D0%B4%D0%BD%D0%B8%D0%B9%20%D1%82%D1%83%D1%80%D0%B8%D0%B7%D0%BC%20%D0%BF%D0%BE%D1%81%D1%96%D0%B1%D0%BD%D0%B8%D0%BA.pdf
9. Organization of Tourism: Study Guide. / compiled by O. M. Perepelyuk. Uman: Sochinsky M. M., 2022. 128 p. URL: https://retfk.edu.rv.ua/wp-content/uploads/2024/03/Orhanizatsiia-turyzmu.pdf
10. Matviychuk, M. I. Lepkyi, S. V. Sydoruk et al. Lutsk: RVV Lutskogo NTU, 2023. 264 p. URL: https://lib.lntu.edu.ua/sites/default/files/2024-06/%D0%A2%D1%83%D1%80%D0%B8%D0%B7%D0%BC%20%D0%BF%D0%BE%D1%81%D1%96%D0%B1%D0%BD%D0%B8%D0%BA.pdf

### Additional literature:

1. Pavliuk, S. (2025). THE STATE OF DEVELOPMENT OF THE TOURISM INDUSTRY IN THE CONDITIONS OF WAR AND PROSPECTS FOR RECOVERY. *Economics and Society*, (72). https://doi.org/10.32782/2524-0072/2025-72-169
2. Barvinok N. V., Barvinok M. V. (2022). The impact of the Russian-Ukrainian war on tourism in Ukraine and prospects for its development in the future. The Russian-Ukrainian war (2014–2022): historical, political, cultural-educational, religious, economic, and legal aspects : Scientific monograph. Riga, Latvia : «Baltija Publishing». C. 24-32. DOI : https://doi.org/10.30525/978-9934-26-223-4-4.

3. Mamchyn, M., Demko, M., & Mykhats, S. (2024). Research on the impact of martial law on tourism activities in Ukraine. Bulletin of Khmelnytskyi National University, 330(3), 330-335. https://doi.org/10.31891/2307-5740-2024-330-50.
4. Karpenko, Y., Logvin, M., Taranenko, O., Logvin, D., & Lutsenko, O. (2023). State of tourism development in the conditions of war and post-war recovery. Scientific Bulletin of the Poltava University of Economics and Trade. Series "Economic Sciences", 2(108), 59-68. https://doi.org/10.37734/2409-6873-2023-2-8
5. Slatvinska, L., Zbirannyk, O., & Matsak, N. (2024). Assessment of the current state and determination of prospects for the development of entrepreneurship in the field of tourism in Ukraine, taking into account the consequences of martial law. Economy and Society, (59). DOI : https://doi.org/10.32782/2524-0072/2024-59-19.
6. Boyko, Z., Gorozhankina, N., & Grushka, V. (2024). TRENDS IN THE DEVELOPMENT OF TOURISM IN UKRAINE IN WARTIME. *Economics and Society*, (59). https://doi.org/10.32782/2524-0072/2024-59-7
7. Kizyun, A. G., Gutsal, L. A., & Tsurkan, I. M. (2023). ANALYSIS OF THE DEVELOPMENT OF THE TOURISM INDUSTRY IN UKRAINE IN THE CONTEXT OF THE RUSSIAN-UKRAINIAN WAR. *Tourism and Hospitality Industry in Central and Eastern Europe*, (8), 79-87. https://doi.org/10.32782/tourismhospcee-8-11

**Information resources:**
1. Official website of the Ministry of Communities, Territories and Infrastructure Development of Ukraine (section "Tourism"). URL: https://mtu.gov.ua/.
2. State Agency for Tourism Development of Ukraine (DART). URL: https://www.tourism.gov.ua/.
3. World Tourism Organization (UN Tourism) — Global Code of Ethics for Tourism and Safety Reports. URL: https://www.unwto.org/.
4. Travel Risk Map — Interactive safety maps for travelers. URL: https://www.travelriskmap.com/.
5. Portal "Center for Public Health of the Ministry of Health of Ukraine" (section on epidemiological safety in tourism). URL: https://phc.org.ua/.