

**UNIVERSITY OF ECONOMICS - VARNA**  
**FACULTY OF „MANAGEMENT“**  
**DEPARTMENT „ECONOMICS AND ORGANIZATION OF TOURISM“**

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**ACCEPTED BY:**

**Rector:**

**( Prof. Dr. Plamen Iliev)**

**SYLLABUS**

**SUBJECT: “INTERNATIONAL TOURISM”;**

**DEGREE PROGRAMME: „International Business“; BACHELOR`S DEGREE**

**YEAR OF STUDY: 3; SEMESTER: 5;**

**TOTAL STUDENT WORKLOAD: 180 h.; incl. curricular 60 h.**

**CREDITS: 6**

**DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM**

<i>TYPE OF STUDY HOURSE</i>	<b>WORKLOAD, h.</b>	<b>TEACHING HOURS PER WEEK, h</b>
<b>CURRICULAR:</b>		
incl.		
• LECTURES	<b>30</b>	<b>2</b>
• SEMINARS (lab. exercises)	<b>30</b>	<b>2</b>
<b>EXTRACURRICULAR</b>	<b>120</b>	<b>-</b>

Prepared by:

1. ....  
(Prof. d-r Stoyan Marinov)

2. ....  
(Chief ass. prof. d-r Todor Dyankov)

**Head of department: .....**  
**„Economics and Organization of Tourism“ (Prof. d-r Tanya Dabeva)**

## **I. ANNOTATION**

The general purpose of this course is to outline the most important characteristics of tourism as an international business activity; to functionally reveal relationships between tourism stakeholders, acting in a specific meta system, as well as to clarify different aspects of tourism as a process. Highly related to this purpose students must develop managerial capabilities to use different business approaches in order to resolve tourism practical problems. The structure of the course is conceptually based on the equal usage of both theoretical and practical implications that could add significant value to students during their study process.

Worldwide international tourism business has become a leading profitable activity in the field of services. Regarded as a specific business international tourism has changed itself as an interdisciplinary focal point of different scientific approaches in use. For that reason nowadays international tourism system exceeds far away the conventional understanding for a business system. In this relation to run an international tourism business unit becomes more difficult and challenging task in 21 st century.

## **II. THEMATIC CONTENT**

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
1.	International Tourism System	1	1	
2.	International Tourism Demand	2	2	
3.	International Tourism Supply	2	2	
4.	International Tourism Markets	1	1	
5.	Tourism Impacts	2	2	
6.	Sustainable Tourism	2	2	
7.	International Tourism and Development Planning	4	4	
8.	Tourism Attractions	2	2	
9.	Tourism Accommodation	2	2	
10.	Tourism Intermediaries	4	4	
11.	International Tourism Transportation	2	2	
12.	Public Sector and International Tourism Policy	2	2	
13.	International Tourism Marketing	2	2	
14.	Destination Management	2	2	
	<b>TOTAL</b>	<b>30</b>	<b>30</b>	

### III. FORMS OF CONTROL:

No. by row	TYPE AND FORM OF CONTROL	№	extra-curricular, h.
<b>1.</b>	<b>Midterm control</b>		
1.1.	Project (on a predefined theme)	<b>1</b>	<b>50</b>
1.2.	Case studies	<b>1</b>	<b>40</b>
1.3.	Term test	<b>1</b>	<b>25</b>
1.4.			
<b>Total midterm control:</b>		<b>3</b>	<b>115</b>
<b>2.</b>	<b>Final term control</b>		
2.1.	Examination (test)	<b>1</b>	<b>5</b>
<b>Total final term control:</b>		<b>1</b>	<b>5</b>
<b>Total for all types of control:</b>		<b>4</b>	<b>120</b>

### IV. LITERATURE

#### REQUIRED (BASIC) LITERATURE:

1. Fletcher, J. & others. *Tourism. Principles and practice.*, Pearson Education Ltd, 2013, Edinburgh Gate, UK
2. Cooper, Ch & M. Hall. *Contemporary tourism. An international approach.* Routledge, 2011, New York

#### RECOMMENDED (ADDITIONAL) LITERATURE:

1. Angelo, R and others. *Hospitality Today. An Introduction.* Educational Institute of the American Hotel and Lodging Association,, Lansing, 2004
2. Cavagnaro, E and others. *Services and Sustainability. A Travellers' Guide.* CHN University, Leeuwarden, 2007
3. Harill, R. *Fundamentals of Destination Management and Marketing.* IACVB, 2005
4. Hayes, D. and others. *Hotel Operations Management.* Pearson Prentice Hall, New Jersey, 2004
5. Middleton, V. *Marketing in Travel and Tourism.* Elsevier Butterworth – Heinemann, Third edition, Oxford, 2005
6. Morgan, N and others. *Destination Branding: Creating the Unique Destination Proposition.* Elsevier Butterworth – Heinemann, Third edition, Cardiff, 2004

7. Swarbrooke, J. The Development and Management of Visitor Attractions. Butterworth – Heinemann, Second edition, Burlington, 2002