

## Work programme of the discipline:

<b>Course title</b>	<b>GEOGRAPHY OF TOURISM</b>
<b>Level of higher education (degree)</b>	FIRST (BACHELOR)
<b>Field of study</b>	07 MANAGEMENT AND ADMINISTRATION
<b>Major</b>	073 MANAGEMENT
<b>Program subject area</b>	MANAGEMENT (ENGLISH)
<b>Status of the discipline</b>	Elective
<b>Mode of studies</b>	FULL-TIME, PART-TIME, E-LEARNING
<b>Total number of hours/ ECTS credits</b>	150 HOURS /5 ECTS CREDITS
<b>Language of instruction</b>	ENGLISH
<b>Lecturer</b>	RASTVOROVA MARIIA OLEKSANDRIVNA PH.D.
<b>Lecturer's profile</b>	<a href="https://www.krok.edu.ua/ua/pro-krok/spivrobitniki/rastvorova-mariya-oleksandrivna">https://www.krok.edu.ua/ua/pro-krok/spivrobitniki/rastvorova-mariya-oleksandrivna</a>
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<b>Consultations</b>	CONSULTATIONS IN MS TEAMS: FRIDAY, 16.20 P.M.-17.40 P.M. <a href="http://surl.li/jrnewa">http://surl.li/jrnewa</a>

### 1. Brief summary of the course

The course is designed to equip future managers with the essential skills and knowledge needed to effectively launch and manage their businesses on the global arena with a special focus on the tourism sector.

This course provides comprehensive coverage of fundamental concepts and critical issues associated with Tourism Geographies and tourism as a field of economic and business activity. It equips students with knowledge about theory and methodology of tourism studies, key concepts as “tourist resources”, “travel motives”, “tourist needs”, “tourist flows” etc.

The course focuses on geospatial organization of tourism on macro, mezzo- and micro levels to provide students an educational basis successfully to build their career worldwide and as well in the tourism sector.

Additionally, it addresses the formation of crucial tourist's and tourist manager's skills as planning a journey, organizing of tourist event, developing and marketing of a tourist product.

### 2. Course scope

Type of class	Total number of hours/ ECTS credits - 150 HOURS /5 ECTS CREDITS		
Total number of hours / mode of studies	full-time	part-time	e-learning
lectures	28	14	14
seminars / practical / laboratory classes	22	7	7
Individual work	100	129	129

### 3. Prerequisites

Country Studies

### 4. Hardware and software

PC / laptop, Internet access, camera, microphone

### 5. Course policies – students must adhere to a code of academic integrity:

<https://int.krok.edu.ua/images/download/code-of-academic-integrity-2025.pdf>

Academic integrity is the presentation of one's own work and the proper recognition of the contribution of others.

Any violation of this principle constitutes academic dishonesty and may result in poor evaluation and disciplinary action.

#### Forms of academic dishonesty include:

- Plagiarism - presenting all or part of someone else's work as one's own in an academic exercise, such as an exam, a computer program, or a written assignment.
- Fraud - Using or attempting to use unauthorized materials during an exam or assignment, such as using unauthorized texts or notes or improperly obtaining (or attempting to obtain) a copy of an examination or exam answers.
- Promoting academic dishonesty - helping others commit an act of dishonesty, such as replacing an exam or completing a task for someone else.
- Fabrication - modification or transfer, without permission, academic information, or records.

## 6. Programme of the course

### Module #1

#### Topic 1: Introduction to Geography of Tourism

Introduction to the discipline “Geography of Tourism”. Definition of “tourism”, phenomenon of tourism. Significance of tourism from economic and societal perspectives. Historical periods and factors of tourism development. Definition of “a tourist”, motives and needs of tourists. Human and territorial (geographical) determinants of tourism. System of geographical sciences in tourism.

#### Topic 2: International and spatial patterns of travel and tourism. Global touristic flows. Geography of tourism flows

Tourism development in the framework of globalization. International and spatial patterns of travel and tourism. Global touristic flows. Geography of tourism flows. Global distribution systems (GDS). Mass tourism. Tourist flows and spatial analysis of tourist flows.

#### Topic 3. Components of tourism. Tourism infrastructure

4As (Attraction, Accessibility, Accommodation, Amenities) as vital components of tourism. Tourism infrastructure and its role for tourism.

#### **Topic 4: Tourism in the framework of Sustainable Development Goals**

Tourism as an industry and economic sector. Interconnections of tourism with other industries. Economic, societal and environmental impact of tourism. Costs and benefits of tourism for the local communities and from the perspective of sustainable development. International organizations in tourism. Tourism in the framework of Sustainable Development Goals 2030.

### **Module #2**

#### **Geographies of tourism resources and types of tourism**

##### **Topic 5: Classification of tourism resources. Natural, cultural and historical tourist resources**

Definition of the term “resource” and “tourism resource”. Definition of tourism. Tourist resources as key driver of tourism development. Classification of tourist resources based on various criteria (localization, revolving character of resources, origin). Carrying capacity as the key concept of tourism planning. Definition of natural tourist resources. Classification of natural tourist resources: climate, balneology, water, biotic resources, and natural reserved areas. Exploitation and preservation of natural tourist resources. Definition of cultural and historical tourist resources. Classification of cultural and historical tourist resources (archaeological, architectural, ethnical, ethnographical, event resources). Exploitation and preservation of cultural and historical tourist resources.

##### **Topic 6: Geographies of nature-related tourism: recreational, beach, active, sport- and ecotourism**

Nature as a base of tourism development. Recreational tourism and its geographies. Geography of beach tourism. Active and sport tourism geographies. Ecotourism as a path to sustainability.

##### **Topic 7: Geographies of cultural and religious tourism**

Cultural tourism, its goals and resources. Types of cultural tourism. Geography of cultural tourism, Religious tourism and pilgrimage. History and goals of religious tourism. Geography of religious tourism in the world, main pilgrimage destinations.

##### **Topic 8: MICE and business tourism geographies**

MICE tourism (Meetings, Incentives, Conferences and Exhibitions tourism). Business tourism and “bleasure” as key global trends. Geographies of MICE tourism.

##### **Topic 9: Branding of tourist destinations**

Definition of destination from tourism perspective. Concept of destination branding. Goals of destination branding and role of destination branding in tourism development. Instrument and channels of destination branding. Cases of destination branding.

**Module #3****Tourism geographies of world macroregions****Topic 10: Tourism geographies of European macroregion**

Geographical characteristics of European macroregion from tourism perspective (natural conditions, history and culture, population, socio-economic development). Natural tourism resources of European macroregion. Cultural and historical resources of European macroregion. Tourist attractions of European macroregion. Incoming, outcoming and domestic flows in European macroregion. Problems and perspectives of tourism development in Europe.

**Topic 11: Tourism attractions of Mid-East and Africa**

Geographical characteristics of the Mid-East and Africa from tourism perspective (natural conditions, history and culture, population, socio-economic development). Natural tourism resources of the Mid-East and Africa. Cultural and historical resources of the Mid-East and Africa. Tourist attractions of the Mid-East and Africa. Incoming, outcoming and domestic flows in the Mid-East and African macroregion. Problems and perspectives of tourism development in the Mid-East and Africa.

**Topic 12: Tourism attractions of Asia-Pacific, Australia and Oceania macroregions**

Geographical characteristics of Asia-Pacific, Australia and Oceania from tourism perspective (natural conditions, history and culture, population, socio-economic development). Natural tourism resources of Asia-Pacific, Australia and Oceania. Cultural and historical resources of Asia-Pacific, Australia and Oceania. Tourist attractions of Asia-Pacific, Australia and Oceania. Incoming, outcoming and domestic flows in Asia-Pacific, Australia and Oceania macroregion. Problems and perspectives of tourism development in Asia-Pacific, Australia and Oceania.

**Topic 13: Tourism attractions of North and South America**

Geographical characteristics of North and South America from tourism perspective (natural conditions, history and culture, population, socio-economic development). Natural tourism resources of North and South America. Cultural and historical resources of North and South America. Tourist attractions of North and South America. Incoming, outcoming and domestic flows in North and South American macroregion. Problems and perspectives of tourism development in North and South America.

**Module #4****Topic 14: Professional development in tourism**

Tourism as a large and diverse professional field. Specifics of work in tourism sector. Vectors of professional development and variety of professions in tourism: tourism manager, tourist guide, MICE professional, governor in tourism.

Topic	Number of hours									Control form
	Full-time			Part-time			E -learning			
	Lectures	Seminars /practical	Individual work	Lectures	Seminars /practical	Individual work	Lectures	Seminars /practical	Individual work	
Module # 1										
Topic 1: Introduction to Geography of Tourism	2	1	7	1	0	8	1	0	8	IA, S, CS
Topic 2: International and spatial patterns of travel and tourism. Global touristic flows. Geography of tourism flows	2	1	7	1	1	8	1	1	8	IA, S, CA
Topic 3. Components of tourism. Tourism infrastructure	2	2	7	1	0	8	1	0	8	IA, S, CS
Topic 4: Tourism in the framework of Sustainable Development Goals	2	2	8	1	1	9	1	1	9	IA, S, CS
Module #2										
Topic 5: Classification of tourism resources. Natural, cultural and historical tourist resources	2	1	7	1	0	8	1	0	8	IA, S, P
Topic 6: Geographies of nature-related tourism: recreational, beach, active, sport- and ecotourism	2	1	7	1	0	8	1	0	8	IA, S, P
Topic 7: Geographies of cultural and religious tourism	2	1	7	1	1	8	1	1	8	IA, S, P
Topic 8: MICE and business tourism geographies	2	1	7	1	1	8	1	1	8	IA, S, CS
Topic 9: Branding of tourist destinations	2	1	7	1	1	9	1	1	9	IA, S, P
Module #3										
Topic 10: Tourism geographies of European macroregion	2	2	7	1	0	11	1	0	11	IA, S, P
Topic 11: Tourism attractions of Mid-East and Africa	2	2	7	1	1	11	1	1	11	IA, S, CS
Topic 12: Tourism attractions of Asia-Pacific, Australia and Oceania macroregions	2	2	7	1	1	11	1	1	11	IA, S, CS
Topic 13: Tourism attractions of North and South America	2	2	7	1	0	11	1	0	11	IA, S, CA
Module #4										
Topic 14: Professional development in tourism	2	3	8	1	0	11	1	0	11	IA, S, CS
Total hours	28	22	100	14	7	129	14	7	129	-
TOTAL	150			150			150			-

**Control form**

IA – individual assignments

S – survey  
 CA – calculation assignments with analyses of data  
 CS – solving case-studies  
 P – oral presentation

## 8. Individual tasks

Individual tasks are an integral part of the educational process, as they contribute to the development of analytical skills, creative thinking and independence of students.

### Content of an individual educational and research task (educational project)

The individual task is the form on work on which the student work during the whole period of the course and requires knowledge and practical skills from the whole course. The individual assignment should be presented on the last seminar and is a form of control.

1. Presentation on the topic question:

o Requires a detailed answer based on theoretical knowledge and analysis of additional information, and aims to develop presentation and public speaking skills.

2. Open question

o Tests your understanding of the topic, ability to formulate your own opinions and argue your position.

3. Calculation task:

o Involves performing certain simple calculations aiming to analyze statistical data (i. e., making pie diagrams of a sector structure of national economies).

4. Situational task:

o Presents a real environmental/political/social/economic problem or case that needs to be analyzed and a solution proposed.

o Tests your ability to apply theoretical knowledge to solve practical problems and make informed decisions.

Requirements for completing the task:

- Clear structure: Answers should be logically structured, and contain an introduction, main body and conclusions.

- Argumentation: Each statement must be supported by arguments and references to sources.

- Accuracy of calculations: When performing calculations, it is necessary to observe accuracy and use appropriate units of measurement.

- Originality: Answers must be your own and contain no plagiarism.

- Design: The work must be designed in accordance with the requirements specified on the Moodle platform.

## 9. Teaching methods

In the process of studying the discipline "Country Studies", various types of educational activities, teaching methods and technologies are used.

Types of educational activities:

1. Lectures: classes where the teacher presents theoretical and practical guidance material, analyzing the main geographical, economic and socio-cultural features of various macro-regions and countries of the world from the perspective of spatial and geographic objective laws.

2. Seminars: interactive sessions in which students discuss topics, analyze case studies, and participate in group discussions that contribute to a deeper understanding of the material.

3. Practical classes: focus on analyzing economic data and socio-cultural characteristics of countries worldwide.

Teaching methods and technologies:

1. Presentations and multimedia materials: the use of slides, videos and graphs, which facilitate the perception of information and make the educational process more visual.

2. Active learning methods: include group projects, discussions, role-playing games, and brainstorming sessions that promote active student involvement in the process.

3. Case method: analysis of political, environmental, economic and social problems of various countries from tourism perspective, which allows students to practically apply theoretical knowledge, develop critical thinking and decision-making skills.

4. Calculation tasks and data analysis: analyses of the quantity data and making conclusions based on its analyses

Use of information technologies: interactive platforms for learning.

## 10. Control methods

Control measures are used to determine the success of training. Control measures include 2 mid-term tests and final control in the form of individual assignment.

Mid-term tests are carried out during practical (seminar) classes and are aimed at checking the level of preparedness of the student to perform a specific task.

The final control is carried out to evaluate the learning results after the end of the study of the discipline (semester control) or modules separated according to the working curriculum.

During the study of this course, the following forms of current control are used: a mid-term tests.

When studying this course, the following form of semester control is used: individual assignment.

## 11. Distribution of points received by students

Evaluation of student learning results is carried out according to the University scale (0-100, taking into account optional tasks – 120 points) and the national scale.

General course evaluation system: Participation in the work during the semester/exam – 70%/30%

All tasks must be written independently, plagiarism is prohibited, no references or citations are required. The quality and originality of your arguments are evaluated. The assignments should be presented in Moodle.

Surveys scores are considered as additional activities and calculated as additional scores.

### 12.1. Scoring scheme for the course

Type of educational activity	Max score	Max total score
Modules #1 & #2		
Solving case-studies (5 x 5 points)	25	
Calculation assignments (2 x 5 points)	10	
Oral presentation (5 x 5 points)	25	
Individual work (1 x 10 points)	10	
Mid-term test (2 x 5 points)	10	
<b>Total for modules #1, #2, #3, #4</b>	<b>70</b>	
<b>Semester-module control work</b>		<b>30</b>
<b>Total for the course</b>		<b>100</b>

### 12.2. Conditions for awarding points

#### 1. Solving case-studies (Maximum Score – 5 Points)

- Completeness of the Solution (2 Points): All stages of the problem-solving process are correctly presented, and all formulas and methods are justified.
- Accuracy of Answers (2 Points): All numerical data and calculation results must be accurate.
- Clarity of Presentation (1 Point): Logical structure of the work, clear presentation of solutions, and correct terminology.

#### 2. Calculation assignments (Maximum Score – 2,5 Points)

- Completeness of the Solution (1 Point): All stages of the problem-solving process are correctly presented, and all formulas and methods are justified.
- Accuracy of Answers (1 Point): All numerical data and calculation results must be accurate.
- Clarity of Presentation (0,5 Point): Logical structure of the work, clear presentation of solutions, and correct terminology.

#### 3. Tests (Maximum Score – 5 Points)

- Number of Correct Answers (5 Points): Students receive 0,5 points for each correct answer (total number of tests per session is 20).

#### 4. Oral presentation (Maximum Score – 5 Points)

- Substance (2 Points): Completeness and depth of topic coverage, inclusion of relevant data and examples.
- Visual Presentation (2 Points): Quality of slides, use of graphics, clarity, and aesthetics.
- Communication Skills (1 Point): Ability to convey information to the audience, respond to questions, and engage listeners.

#### 5. Individual Work (Maximum Score – 30 Points)



- Depth of Research (3 Points): Quality of topic analysis, use of various sources of information and literature.
  - Structure and Formatting (2 Points): Adherence to formatting requirements, logical structure of the work, correctness of citations.
  - Originality and Creativity (2 Points): Presence of personal conclusions, recommendations, and interesting ideas.
  - Responses to Questions (3 Points): Engagement in presenting work results, participation in discussions, and feedback.
6. Survey (Maximum Score – 5 Points)
- Correctness of Answers (3 Points): Answers to questions must be accurate and correct.
  - Coverage of the Topic (2 Points): Answers should demonstrate knowledge of all key aspects of the topic.
7. Mid-term tests (Maximum Score – 7,5 Points)
- Number of Correct Answers (5 Points): Students receive 0,25 points for each correct answer (total number of tests per session is 30).
8. Survey (Maximum Score – 5 Points): Survey is considered as additional scores.
- Correctness of Answers (3 Points): Answers to questions must be accurate and correct.
  - Coverage of the Topic (2 Points): Answers should demonstrate knowledge of all key aspects of the topic.

### 13.3. Final assessment criteria

University scale	Ukrainian Grade
90 and higher	excellent
70–89	good
50–69	satisfactory
1–49	unsatisfactory

### 14. Methodological provision

Attention students: all educational and methodological materials (lecture plans and videos, presentations/seminar assignments/presentation assignments) are submitted in Moodle Course: Country Studies (Mariia Oleksandrivna Rastvorova): <https://dist.krok.edu.ua/course/view.php?id=799>

### 15. Recommended literature

#### Basic

1. Williams, S., Lew, A. (2015). *Tourism Geography: Critical understanding of place, space and experience*. Third edition. Oxon: Routledge, 346 p.

#### Additional

1. Mason, P. (2023) *Geography of Tourism: Image, Impacts and Issues 2nd edition*. Oxford: Goodfellow Publishers <http://dx.doi.org/10.23912/9781915097477-5560>

### 16. Additional information on the discipline (educational component)

Certificates of completion for distance or online courses on the relevant topics may be credited provided that the requirements outlined in the corresponding regulation are met.

#### Work programme of the discipline:

Complied by: Associate Professor of the Department of Tourism, PhD in Human Geography, Mariia Rastvorova.

Approved: at the meeting of the Department of International Business (Protocol No. 2 dated September 17, 2024).



