



**ST. CYRIL AND ST. METHODIUS
UNIVERSITY OF VELIKO TARNOVO
FACULTY OF ECONOMICS
CURRICULUM**

Higher education area: *3. Social and Economic Sciences and Law*

Professional field: *3.9 Tourism*

Degree programme title: *Tourism*

Academic degree: *Bachelor*

Professional qualification: *Bachelor of tourism*

Programme duration: *8 semesters*

ECTS points: *240*

Instruction type: *Full-time*

Language of instruction: *English*

Approved by the Faculty Council

Record of Proceedings № 12/08.11.2024

DEAN:

Assoc. Prof. PhD Milena Yorgova

Endorsed by the Academic Council

Record of Proceedings № 12/18.11.2024

RECTOR:

Prof. PhD Dimitar Dimitrov



CURRICULUM – TOURISM, BACHELOR DEGREE, FULL-TIME STUDY

Curriculum Structure and Contents

(Student workload, forms of assessment and credits awarded)

Course code	Course title	Course type	Semesters in which the course is taught	Form of assessment	Classroom activities (CA)			Co-curricular activities (CCA) - Total hours	Total CA + CCA hours	ECTS Points (Credits)
					Lectures	Seminars	Total CA hours			
	Semester 1									
1998127	General economic theory	CC	1	Exam	45	15	60	120	180	6
20041513	Introduction to tourism	CC	1	Exam	45	30	75	135	210	7
20031068	Fundamentals of law	CC	1	Exam	30	15	45	105	150	5
20041516	Tourism resources	CC	1	Exam	30	15	45	105	150	5
20179003	Tourism systems and technologies	CC	1	Exam	15	30	45	105	150	5
20134014	Bulgarian language	CC	1	C.A.	0	30	30	30	60	2
	Semester total		1		165	135	300	600	900	30
	Semester 2									
20134277	Fundamentals of Marketing	CC	2	Exam	30	15	45	135	180	6
20178994	Main tourist destinations	CC	2	Exam	45	30	75	165	240	8
2003599	Fundamentals of management	CC	2	Exam	30	15	45	135	180	6
2003601	Accounting	CC	2	Exam	30	15	45	135	180	6
	Foreign language <i>1 of...</i>	CC								
1998299	English language	CC	2	C.A.	0	60	60	60	120	4
1998300	French language	CC	2	C.A.	0	60	60	60	120	4
1998301	German language	CC	2	C.A.	0	60	60	60	120	4
200097	Russian language	CC	2	C.A.	0	60	60	60	120	4
20063519	Spanish language	CC	2	C.A.	0	60	60	60	120	4
	Semester total		2		135	135	270	630	900	30
	Semester 3									
2003600	Finance	CC	3	Exam	30	15	45	105	150	5
20052134	Geography of tourism	CC	3	Exam	45	30	75	135	210	7
2007136	Traineeship	CC	3	C.A.	0	15	15	75	90	3
20041378	Planning and forecasting	CC	3	Exam	30	15	45	105	150	5
	Elective course - 3 1 of...		3							
20081537	Ecological tourism	EC		Exam	30	15	45	75	120	4
20063550	Religious tourism	EC		Exam	30	15	45	75	120	4
	Optional course 3.1 1 of...		3							
20041544	Business communications in tourism	OC	3	C.A.	15	0	15	75	90	3
20178983	Ethics and responsible behavior in tourism	OC	3	C.A.	15	0	15	75	90	3
20178997	Social and business environment	OC	3	C.A.	15	0	15	75	90	3
	Optional course 3.2 1 of...			C.A.						
20081175	Innovations in tourism	OC	3	C.A.	15	0	15	75	90	3
20063562	Management of the tourist enterprise	OC	3	C.A.	15	0	15	75	90	3
20178993	Organizational structures in tourism	OC	3	C.A.	15	0	15	75	90	3
	Semester total		3		165	90	255	645	900	30



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	Semester 4									
20052271	Tour operator and tourist agency business	CC	4	Exam	45	30	75	75	150	5
20179002	Tourist markets	CC	4	Exam	30	15	45	105	150	5
2007136	Traineeship	CC	4	C.A.	0	15	15	45	60	2
	Elective course 4.1 2 of ...									
20041524	Tour guide	EC	4	Exam	30	15	45	75	120	4
20123026	Tourist zoning	EC	4	Exam	30	15	45	75	120	4
20123030	Regional development of tourism	EC	4	Exam	30	15	45	75	120	4
	Elective course 4.2 1 of ...									
20134302	Transport business in tourism	EC	4	C.A.	30	15	45	75	120	4
20041537	Tourist animation	EC	4	C.A.	30	15	45	75	120	4
	Optional course 4 2 of ...									
20081185	Business logistics in tourism	OC	4	C.A.	30	0	30	60	90	3
20179006	Crisis management in tourism	OC	4	C.A.	30	0	30	60	90	3
20123285	Risk management in tourism	OC	4	C.A.	30	0	30	60	90	3
	Semester total		4		225	105	330	570	900	30
	Semester 5									
20052269	Economics of tourism	CC	5	Exam	45	30	75	75	150	5
20063547	Modern types of tourism	CC	5	Exam	45	30	75	75	150	5
2007136	Traineeship	CC	5	C.A.	0	30	30	30	60	2
	Elective course 5.1 1 of ...									
20178982	Contracting in tourism	EC		Exam	30	15	45	75	120	4
20178992	Regulatory framework in tourism	EC		Exam	30	15	45	75	120	4
	Elective course 5.1 2 of ...									
20179005	Business practices in tourism		5	Exam	30	15	45	75	120	4
20053196	Non-governmental organizations in tourism	EC	5	Exam	30	15	45	75	120	4
20179004	Trademarks in tourism	EC	5	Exam	30	15	45	75	120	4
	Optional course 5 2 of ...		5							
20053197	Tourism policy	OC	5	C.A.	15	0	15	75	90	3
20178989	Competition and competitive strategies in tourism	OC	5	C.A.	15	0	15	75	90	3
20178986	Investment policy in tourism	OC	5	C.A.	15	0	15	75	90	3
20178991	Leadership skills	OC	5	C.A.	15	0	15	75	90	3
	Semester total		5		210	135	345	555	900	30
	Semester 6									
20081173	Hospitality business	CC	6	Exam	30	15	45	105	150	5
20081174	Restaurant business	CC	6	Exam	30	15	45	105	150	5
2007136	Traineeship	CC	6	C.A.	0	30	30	30	60	2
	Elective course 6 3 of ...									
20179009	Hotel and restaurant software	EC	6	Exam	30	15	45	75	120	4
20134301	Spa and wellness tourism	EC	6	Exam	30	15	45	75	120	4
20178980	Visual Ethnography and Tourism	EC	6	Exam	30	15	45	75	120	4
20179001	Technology of tourist service	EC	6	Exam	30	15	45	75	120	4
	Optional course 6.1 1 of ...									
20052135	Marketing and advertising in tourism	OC	6	C.A.	30	0	30	60	90	3
20041359	Sustainable development	OC	6	C.A.	30	0	30	60	90	3



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20063474	Administration management	OC	6	C.A.	30	0	30	60	90	3
	Optional course 6.2 1 of ...									
20178996	Psychology and tourist behavior	OC	6	C.A.	30	15	45	45	90	3
20178998	Social psychology in tourism	OC	6	C.A.	30	15	45	45	90	3
	Semester total		6		210	120	330	570	900	30
	Semester 7									
20178985	Tourism outside cities	CC	7	Exam	30	15	45	105	150	5
20179000	Event tourism	CC	7	Exam	30	15	45	75	120	4
20178987	Career positioning	CC	7	Exam	30	15	45	105	150	5
	Elective course 7.1 2 of ...		7							
20091870	Wine tourism	EC	7	Exam	30	15	45	75	120	4
20178990	Culinary tourism	EC	7	Exam	30	15	45	75	120	4
20178981	Urban tourism	EC	7	Exam	30	15	45	75	120	4
	Elective course 7.2 2 of ...									
20178995	Sales and presentation skills	EC	7	C.A.	30	0	30	90	120	4
20041403	Entrepreneurship	EC	7	C.A.	30	0	30	90	120	4
20063537	Rural tourism	EC	7	C.A.	30	0	30	90	120	4
20179008	Study trip	EC	7	C.A.	30	0	30	90	120	4
	Semester total		7		210	75	285	615	900	30
	Semester 8									
2007137	Undergraduate internship	CC	8	C.A.	0	45	45	75	120	4
	Elective course 8.1 2 of ...									
20063560	International tourist exhibitions	EC	8	Exam	30	15	45	75	120	4
20091886	Business tourism	EC	8	Exam	30	15	45	75	120	4
20178988	Quality and standardization in tourism	EC	8	Exam	30	15	45	75	120	4
	Elective course 8.2 1 of ...									
20052913	Cultural and historical heritage	EC	8	C.A.	30	0	30	90	120	4
2002624	Human resource management	EC	8	C.A.	30	0	30	90	120	4
20178984	Health tourism	EC	8	C.A.	30	0	30	90	120	4
	Elective course 8.3 1 of ...			C.A.						
20179007	Sustainable practices in tourism	EC		C.A.	30	0	30	90	120	4
20178999	Socio-economic and environmental influences in tourism	EC	8	C.A.	30	0	30	90	120	4
	Graduation		8							
	State exam		8		0	0	0	300	300	10
	Semester total		8		120	75	195	705	900	30
	Total				1515	795	2310	4890	7200	240
	Additional compulsory courses and activities									
20166831	Physical education and sports	CC	2	C.A.	0	30	30	30	60	2
20166831	Physical education and sports	CC	3	C.A.	0	15	15	45	60	2
20166831	Physical education and sports	CC	5	C.A.	0	15	15	45	60	2
20166831	Physical education and sports	CC	7	C.A.	0	15	15	45	60	2
20052125	Civil defense and environmental protection (CDEP)	CC	7	C.A.	15	0	15	15	30	1
	Total				15	75	90	180	270	9
	Hours and credit points for the whole period				1530	870	2400	5070	7470	249

**CURRICULUM – TOURISM, BACHELOR DEGREE, FULL-TIME STUDY****NOTES**

The list of elective courses may be updated annually in accordance with St Cyril and St Methodius University of Veliko Tarnovo Regulations.

The proportion between compulsory, elective and optional courses for the curriculum in the degree programme Tourism is 60 : 30 :10. This proportion has been endorsed by the Faculty Council Record of proceedings Nr 23 / 05.05.2017.

Abbreviations:

CC - Compulsory course

EC - Elective course

OC - Optional course

CA - Classroom activities

CCA - Co-curricular activities

C.A. – Continuous assessment