

**UNIVERSITY OF ECONOMICS - VARNA**  
**FACULTY OF „MANAGEMENT“**  
**DEPARTMENT „MARKETING“**

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Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date):

ACCEPTED BY:

Dean:

(prof. dr. Stoyan Marinov)

## SYLLABUS

**SUBJECT: “INTERNATIONAL TOURISM”;**

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

**YEAR OF STUDY: 3 ; SEMESTER: 6;**

**TOTAL STUDENT WORKLOAD: 210 h.; incl. curricular 75 h.**

**CREDITS: 7**

### 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>45</b>	<b>3</b>
• SEMINARS (lab. exercises)	<b>30</b>	<b>2</b>
<b>EXTRACURRICULAR</b>	<b>135</b>	<b>-</b>

Prepared by:

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

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

Head of department: .....

„Marketing“ (prof. dr. Evgeny Stanimirov)

## **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 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 it comes as true that running an international tourism business unit becomes as a difficult and challenging task in 21 st century.*

## **II. THEMATIC CONTENT**

No. по ред	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
<b>Theme one. INTERNATIONAL TOURISM SYSTEM</b>		<b>3</b>	<b>3</b>	
1.1.	Tourism as a concept - operational definitions			
1.2.	General stakeholders in tourism system			
1.3.	Tourism satellite account			
1.4.	Tourism as an international business			
<b>Theme two. INTERNATIONAL TOURISM MARKETS</b>		<b>5</b>	<b>3</b>	
2.1.	Constituents of a tourism market			
2.2.	Specific tourism market structures			
2.3.	Types of tourism markets			
<b>Theme three. INTERNATIONAL TOURISM DEMAND</b>		<b>5</b>	<b>3</b>	
3.1.	Nature of tourism demand			
3.2.	General characteristics of tourism demand			
3.3.	Types of tourism demand			
3.4.	Measuring tourism demand			
3.5.	Evaluation and forecasts of tourism demand			
<b>Theme four. INTERNATIONAL TOURISM SUPPLY</b>		<b>5</b>	<b>3</b>	
4.1.	Characteristics of tourism supply			
4.2.	Tourism supply components			
4.3.	Types of tourism supply			
4.4.	Managing tourism supply			
<b>Theme five. TOURISM ATTRACTIONS</b>		<b>3</b>	<b>2</b>	
5.1.	Nature and purpose of attractions			
5.2.	Characteristics of tourism attractions			
5.3.	Types of tourism attractions			
5.4.	Managing tourism attractions			
<b>Theme six. TOURISM ACCOMMODATION</b>		<b>5</b>	<b>3</b>	
6.1.	Characteristics of tourist accommodation			
6.2.	Accommodation product			

6.3.	General metrics for the accommodation sector			
6.4.	Accommodation management			
<b>Theme seven. TOURISM INTERMEDIARIES</b>		<b>5</b>	<b>3</b>	
7.1.	Intermediation and representation in tourism business			
7.2.	Types of travel agents			
7.3.	Types of contractual relations between travel agents and hoteliers			
7.4.	Contract management			
<b>Theme eight. EVENTS MANAGEMENT</b>		<b>3</b>	<b>2</b>	
8.1.	Characteristics of events			
8.2.	Types of events and general stakeholders			
8.3.	Managing events in tourism			
<b>Theme nine. TOURISM TRANSPORTATION</b>		<b>3</b>	<b>3</b>	
9.1.	Transport as a component of the tourist product			
9.2.	Components of the transportation system			
9.3.	Types of tourist transport			
9.4.	General metrics for evaluation			
9.5.	Yield management concept in tourist transport			
<b>Theme ten. INTERNATIONAL TOURISM MARKETING</b>		<b>5</b>	<b>3</b>	
10.1.	Characteristics of tourism marketing			
10.2.	Marketing mix for tourism			
10.3.	Marketing process			
10.4.	Types of tourism marketing			
10.5.	Managing marketing for tourism			
<b>Theme eleven. TOURIST DESTINATION MANAGEMENT</b>		<b>3</b>	<b>2</b>	
11.1.	Concept for tourist destination			
11.2.	Strategic tourist destination planning			
11.3.	Destination management organization			
<b>Total:</b>		<b>45</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.	Cases on particular themes	<b>5</b>	<b>35</b>
1.2.	Midterm test	<b>1</b>	<b>20</b>
1.3.	Course project	<b>1</b>	<b>20</b>
1.4.			
<b>Total midterm control:</b>		<b>7</b>	<b>75</b>
<b>2.</b>	<b>Final term control</b>		
2.1.	Examination (test)	<b>1</b>	<b>60</b>
<b>Total final term control:</b>		<b>1</b>	<b>60</b>
<b>Total for all types of control:</b>		<b>8</b>	<b>135</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. Cooper, C. and others. *Tourism: Principles and Practice.* Financial Times – Prentice Hall, Fourth edition, Harlow, 2008
4. Harill, R. *Fundamentals of Destination Management and Marketing.* IACVB, 2005
5. Hayes, D. and others. *Hotel Operations Management.* Pearson Prentice Hall, New Jersey, 2004
6. Middleton, V. *Marketing in Travel and Tourism.* Elsevier Butterworth – Heineemann, Third edition, Oxford, 2005

- 7.** Morgan, N and others. Destination Branding: Creating the Unique Destination Proposition. Elsevier Butterworth – Heinemann, Third edition, Cardiff, 2004
- 8.** Swarbrooke, J. The Development and Management of Visitor Attractions. Butterworth – Heinemann, Second edition, Burlington, 2002
- 9.** European Union Short-Term Tourism Trends
- 10.** Internal Market, Industry, Entrepreneurship and SMEs
- 11.** Ministry of Tourism (MT)
- 12.** National Statistical Institute
- 13.** The European Commission's Virtual Tourism Observatory (VTO)
- 14.** Tourism Market Trends UNWTO
- 15.** UNWTO Tourism Highlights
- 16.** UNWTO World Tourism Barometer