

**MINISTRY OF EDUCATION AND SCIENCE,
YOUTH AND SPORTS OF UKRAINE
KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

**Syllabus
of the Educational Discipline
"ORGANISATION AND TECHNIQUE
OF FOREIGN ECONOMIC OPERATIONS
IN TOURISM"**

**for students of study direction 6.140103 "Tourism"
for all forms of study**

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S98 Syllabus of the Educational Discipline "Organisation and Technique of Foreign Economic Operations in Tourism" for students of study direction 6.140103 "Tourism" for all forms of study / compiled by V. Yermachenko, N. Dekhtyar, A. Kravtsova. – Kh. : Publishing House of KhNUE, 2012. – 48 p. (English, Ukrainian)

Discipline structure and features according to modules and subjects are given; plans of lectures, seminars and practical trainings, methodological guidelines for independent studies and individual research project (IRP) are proposed; assessment criteria for students' knowledge evaluation are adducted.

It is recommended for students of the bachelor programme 6.140103 "Tourism".

Подано тематичний план навчальної дисципліни та її зміст за модулями й темами; вміщено плани лекцій, семінарських і практичних занять, методичні рекомендації до виконання самостійної роботи та індивідуального науково-дослідного завдання; наведено критерії оцінювання знань студентів.

Рекомендовано для фахівців освітньо-кваліфікаційного рівня "бакалавр" за напрямом підготовки 6.140103 "Туризм".

Introduction

Reasonable process of foreign economic activity is the guarantee of stable development and safety of any state. Interests of separate parties of a national economy and industries must be subservient to the general strategy accepted and approved by the government of a country; in turn, the state must render assistance to the residents that function in its territory.

An idea that foreign economic operations in tourism are restricted only by the organisation of international trips is widespread enough, however the range of activity of enterprises which belong to the tourist and associated industries is in fact of a larger scale and includes the sphere of trade of not merely direct tourist services, but commodities and services, providing the functioning of enterprises and objects of a tourist infrastructure. To that end the educational discipline contains the set of themes, either devoted directly to the process of organisation of inbound and outbound trips, or explaining technologies of realisation of common trade operations in foreign markets.

The object of the discipline is the procedure of governmental control and business policy at the international level.

The subject of the discipline is the technique and organisation of foreign economic operations in tourism.

The purpose of studying the discipline is the familiarisation with the order of conducting foreign economic activity in Ukraine and getting practical skills in negotiating and execution of a typical contract subject to the peculiarities of a tourist industry.

Educational programme aims to help future specialists in the sphere of tourism to plan and provide implementation of foreign economic operations at a tourist enterprise and estimate their efficiency.

The theoretical base of the discipline "Organisation and technique of foreign economic operations in tourism" are educational disciplines: "Activity of a tourist organisation", "Organisation of tourism", "Organisation of tourist services", "Technology of tourism".

The discipline "Organisation and technique of foreign economic operations in tourism" is a selective one in the bachelor programme of tourist specialities.

The syllabus structure of the educational discipline "Organisation and technique of foreign economic operations in tourism" is represented in tab.1.

Table 1

Programme structure of the educational discipline

Educational discipline: bachelor programme	Branch of knowledge; speciality; academic degree	Educational discipline features
Amount of credits according to ECTS – 5 including: thematic modules – 2, individual research project (IRP), tasks for independent researches	The branch of knowledge: 1401 "Services sector"	A selective one. Academic year – 4. Terms – 1(7) and 2 (8)
Hours in the thematic modules: Module 1 – 108, Module 2 – 72, Sum total – 180 hours	Study direction: 6.140103 "Tourism"	Lectures (theoretical training) – 50 hours. Practical (seminar) studies – 50 hours. Individual training (IRP) – 10 hours. Independent training – 70 hours.
Weeks of teaching of the educational discipline: 25 Hours per week: 4	Academic degree: bachelor in tourism	Assessment: final test

1. Qualifying Requirements to Students in the Industry of Tourism

The indispensable condition of successful mastering of the discipline is independent work of students with economic literature and legislation.

After studying the discipline "Organisation and technique of foreign economic operations in tourism" students have to acquire the following competencies:

- to estimate economically legal environment of realisation of foreign economic operations at national and world level;
- to choose the most attractive markets of countries which are leading tourist destinations;
- to understand the necessity of coordination of own administrative activity with the requirements of implementation of the state foreign economic strategy;

- to be acquainted with the state order of realisation of foreign relations;
- to organise work of the international department at a tourist enterprise;
- to provide the collaboration of enterprises of the tourist industry with foreign parties.

2. Plan of Themes of the Educational Discipline

From the beginning of studying the discipline every student ought to be acquainted with the programme of a discipline and methods of conducting studies, with the form, content and extent of every module, and also with all of types of control and methods of assessment of knowledge.

The process of learning consists in consecutive and detailed working on the educational modules. The educational module due to content and interrelations is nearly the separate independent block of discipline.

The plan of themes of "Organisation and technique of foreign economic operations in tourism" includes two modules (tab. 2).

Table 2

Structure of a test credit of the educational discipline

Theme	Lectures	Practical (seminar) studies	Individual studies	Independent studies
1	2	3	4	5
Module1. Implementation technique of foreign economic operations				
Theme 1. Modern state and prospects of development of international market of services	2	2	–	5
Theme 2. Foreign economic activity in Ukraine: main terms and regulations	4	4	–	5
Theme 3. Operations in international trade: the concept and peculiarities of implementation	4	4	1	6
Theme 4. Contractual activity and types of agreements	4	4	1	6
Theme 5. Custom formalities in foreign economic activity	4	4	1	5
Theme 6. International business payments	4	4	1	5

Table 2 (the ending)

1	2	3	4	5
Theme 7. International entrepreneurial activity	4	4	1	5
Theme 8. Special centres of foreign investment	4	4	1	5
Hours per module 1	30	30	6	42
Module 2. Foreign economic activity of a tourist enterprise				
Theme 9. Methodology of estimation of the potential of a country in the sphere of international tourism	2	2	1	3
Theme 10. Peculiarities of activity of an inbound tourist operator	2	2	–	3
Theme 11. Basic stages of preparation and implementation of the inbound trip	2	2	–	3
Theme 12. Peculiarities of activity of an outbound tourist operator	2	2	–	3
Theme 13. Basic stages of preparation and implementation of the outbound trip	2	2	–	2
Theme 14. Multinational and transnational corporations in tourist industry	2	2	–	2
Theme 15. Organisation of activity of an inbound and outbound tourism operator	2	2	–	3
Theme 16. System of indicators of economic efficiency	2	2	1	3
Theme 17. Calculation and analysis of foreign economic agreements efficiency	2	2	1	3
Theme 18. Optimisation of a foreign economic agreement	2	2	1	3
Hours per module 2	20	20	4	28
Sum total:	50	50	10	70

3. Contents of the Educational Discipline according to Modules and Themes

Module 1. Implementation technique of foreign economic operations

Theme 1. Modern state and prospects of development of international market of services

1.1. World market of commodities and services and peculiarities of its functioning

Size, regional and commodity composition of the world market. The dynamics of world GDP and output of leading countries in its structure. The role of international organisations in the process of regulation of customs, rules and methods of foreign economic activity. Sources of the international statistical accounting. Tendencies and threats of world market development.

1.2. Historical pre-conditions of world services market development

A service as an independent economic category. Consequences of the Uruguay Round. The dynamics of trade in services in the world market.

1.3. Features of modern world services market

Classification of services according to the UNO. Types of services according to the national classification. Common and different characteristics of forming of international flows of commodities and services. Multisectoral integration structures of the world market. International tourism as the phenomenon that combines various groups of services. Priority industries.

1.4. Accounting of services in international tourism in the balance of payments of Ukraine

Concept of the balance of payments of a country, its structure and principles of composition. Dynamics of basic indexes of the balance of payments of Ukraine. The role and place of tourist services in the national economy.

Theme 2. Foreign economic activity in Ukraine: main terms and regulations

2.1. Subjects of foreign economic activity

Concept of foreign economic activity (FEA). Legislative basis of implementation of foreign economic operations by business entities and authorized representatives of governmental bodies of Ukraine. Types of parties of FEA according to the law of Ukraine "On foreign economic activity".

2.2. Types of foreign economic activity

Terms of basic foreign economic operations: merchandise, export, import, re-export, re-import. Activity based on the forms of countertrade between national and foreign parties of economic activity. Renting operations, including leasing. Operations of purchase, sale and exchange of currency at auctions, currency exchanges and at the Interbank monetary exchange. Differentiation of concepts of a commodity and the service as a commodity. Operations of rendering of non-material services to non-residents.

2.3. Regulatory agencies

Governmental and non-public control over FEA. Non-state institutions of economic management : commodity, stock, currency exchanges, chambers of commerce, associations, unions and other organisations of co-ordinating type, co-ordinating agreements between parties of FEA, customs of the trade. System of government control of foreign economic activity: legislative framework, economic methods of operative regulations, public and local authorities: functions and competence.

2.4. Foreign economic policy of the state

Principles of FEA of Ukraine. The main goals of the system of FEA regulation. Forms (protectionism, liberalisation) and instruments (custom – tariff, non-tariff (quantitative restrictions, hidden protectionism); internal –taxation system of FEA, accounting of foreign economic operations, antimonopoly law in the industries of FEA, insurance, crediting, backing, public purchases, information providing) of foreign economic policy of a state. Legal regimes: fair (non-discriminatory), the most favourable treatment, national, special legal ones.

Theme 3. Operations in international trade: the concept and peculiarities of implementation

3.1. Types of international commercial operations and schemes of their implementation

Classification of foreign economic operations depending on the concept (the object of an agreement) – purchase-sale of merchandise, purchase-sale of services that support the process of commodity distribution, purchase-sale of intellectual property; the main (foreign economic, leasing, exchange of scientific knowledge and experience. consulting, technical service) and auxiliary ones (international freight transportation, shipping, storage and cargo insurance, accounting and financial, customs clearance, negotiating agent contracts and agreements with advertising organisations, market researches).

3.2. Transboundary operations in tourism: the kinds, concept and peculiarities of implementation

Providing of international tourism: purchase-sale of tourist production, transportation, insurance, financial, consulting services. Support of functioning of enterprises and objects of the tourist infrastructure: the significance of trade operations for the national market of tourist services. Global network systems. Difficulties in determination of the country of origin of a particular service in some cases. Restrictions for realisation of operations in a tourist industry.

Theme 4. Contractual activity and types of agreements

4.1. Concept, forms and types of agreements

One-sided (offer), bilateral and multilateral agreements. Direct and indirect declaration of will. Invalid (extrastatute; confutable and conclusive) agreements. Restitution.

4.2. Concept of the agreement and the procedure of its conclusion. Proper execution of a contract

Ways of conclusion of a contract. Requirements to the offer and acceptance. Proper execution of a contract. Responsibility for violation of conditions of the agreement. Types of losses: positive damage and loss of profit; abstract, moral ones. Offset, penalty, exceptional, alternative forfeit. Force majeure circumstances. Cancellation of agreement.

4.3. Typical structure of a contract

Preamble. Subject of a contract. Rights and obligations of the parties. Pricing and payment procedure. Special conditions of a contract. Duties of the parties. Change of terms, dissolution and cancellation of a contract. Confidentiality. Arbitration. Acts of God (force majeure). Duration of a contract. Addresses and identification of parties. Signatures of parties.

4.4. Documentary closure of foreign economic agreements

Basic documents: commercial, pricing, defining amounts and quality; shipping, freight forwarding, transportation; billing; insurance; custom ones.

4.5. Documentary closure of agreements between the parties in the tourist market

List and status of basic contractors of a tourist enterprise. Concept of residence. Features of cooperation with enterprises-non-residents. Legal restrictions for foreign operations.

Theme 5. Custom formalities in foreign economic activity

5.1. System of public institutions of the custom regulation and control

Customs legislation of Ukraine. Functions, powers and duties of the State border guard service and the State customs service of Ukraine. The network of post controls in the territory of Ukraine. Peculiarities of population movement within the borders of frontier zones. Concept of creation and functioning of the Schengen area.

5.2. Custom clearance at the border of Ukraine

Custom conventions. Custom regimes. Determination of customs value. Organisational requirements. Customs declaration. Customs control. Special types of control for the certain groups of commodities. Control over transporting of goods by physical entities. Concept of the "green" and "red" corridor.

5.3. The procedure of charge of obligatory payments at customs clearance

Calculation of charges, related to implementation of custom formalities. Customs fee. Cases, when charges for customs clearance are not levied. The duration of stay under customs control. Differentiated import duties: preferential, reduced, complete. Basis of levying of import duty. Determination of the country of origin of commodities. Methods of determination of customs value of commodities. Excise tax. Value-added tax.

5.4. Customs registration of international tourist fairs

Review of the most influential international tourist fairs. Procedure of customs registration of international exhibitions. The procedure of application for the permission for holding of an exhibition. Peculiarities of customs clearance of exhibition commodities. Registration of commodities after the exhibition.

5.5. Regulation of crossing state boundaries by residents and non-residents

Practice of regulation of international migration flows and influence of restricting measures on the values of tourist arrivals. The preventive policy of Ukraine concerning illegal migration. Procedure of deportation. The system of public institutions of regulation of migration and tourist flows. Duties and powers of embassies and consular offices. The role of bi- and multilateral agreements in the comfort and safety of travelling of citizens of the participating countries. The necessity for the simplified procedures of crossing state borders.

Theme 6. International business payments

6.1. Negotiating the currency terms of a foreign economic contract

Currency of price and currency of payment. Protective currency clauses. Legal restrictions on executing operations in foreign currency in the territory of Ukraine.

6.2. Negotiating the financial terms of a foreign economic contract

Types of payment: by cash, or immediate; by instalments, or deferred; combined; on credit with the option of prompt payment. Forms of payment: advance payment, bank remittance, letter of credit, collection, open account. Means of payment: bills of exchange, cheques. The use of bank guarantees in international payments. Factoring, forfeit operations.

6.3. International payment systems

Evolution of international payment systems. The procedure of realisation of international commercial payments. Simplification of procedures of money transfer across state borders for physical entities. Travel cheques, bills of exchange, electronic payment cards.

Theme 7. International entrepreneurial activity

7.1. Types of enterprises with a foreign capital

Enterprises with foreign investments. Foreign enterprises. Branches of foreign legal entity. Other forms of enterprises with a foreign capital according to the Commercial code of Ukraine.

The most typical legal forms of enterprises with foreign capital: a private enterprise, a company limited, a closed joint-stock company. The procedure of registration of an enterprise by a non-resident in Ukraine.

Agreements on avoidance of double taxation and other international agreements of Ukraine.

The procedure of registration of representative offices of foreign commercial entities. Forms of foreign investments in the territory of Ukraine.

7.2. Activity of non-commercial international organisations

Status of public organizations: local, all-Ukrainian, international. The procedure of forming and legalisation of public organizations. Obligatory registration by Ministry of Justice of Ukraine of international non-commercial organisations. The procedure of registration of branches and other structural parts of public foreign organisations.

Theme 8. Special centres of foreign investment

8.1. The concept, kinds and role of foreign investments

Review of main terms of Ukrainian legislation concerning the regime of foreign investment. Types of foreign investment. State guaranteeing of foreign investment.

8.2. Special centres of foreign investment

The legal framework of creation of special economic zones (SEZ) in Ukraine. Territories of priority development. The procedure of setting priority types of activity on the territory of SEZ. Aim and features of the preferred treatment. Review of SEZ and territories of priority development of Ukraine. The example of activity of SEZ "Resort polis Truskavets".

8.3. Euroregions as the type of transfrontier cooperation

Pre-conditions and history of development of euroregions. Methods of encouraging of entrepreneurial activity within the borders of euroregions. Prospects of transfrontier cooperation in tourism. The example of activity of the euroregion "Slobozhanshchyna".

8.4. Organisation of entrepreneurial activity in offshores

Concept of offshore entrepreneurship. Types of offshore zones. Legal principles of activity. Regulation and control over entrepreneurial activity at international and national level. Example of functioning of offshore zones – the centres of international tourism.

Module 2. Foreign economic activity of a tourist enterprise

Theme 9. Methodology of estimation of the potential of a country in the sphere of international tourism

9.1. Organisation of cooperation of tourist enterprises with the official representations of foreign states

Status and basic functions of diplomatic representations (legations) and consulates. The task of trade-economic missions included into diplomatic establishments. Activity of foreign diplomatic representations and consulates in Ukraine. Diplomatic representations and consulates of Ukraine abroad.

Consular representations. Types of consular establishments. Classes of heads of consular offices. Types of diplomatic representations: embassies and missions. Classes of diplomatic representatives and diplomatic ranks.

Chambers of Commerce and Industry: legal form and aim of creation. Activity of regional Chambers of Commerce and Industry. International activi-

ty of the Chamber of Commerce and Industry of Ukraine.

Accreditation of a tourist operator in an embassy.

9.2. The procedure of estimation of national recreational potential with the aim of development of inbound tourism

Estimation of recreational capacity of territories favourable for development of inbound tourism. Development of measures of tourist flows regulation. Advantages of creation of uniform cadastres of the main types of tourist resources. Segmentation of potential consumers. Choosing prior factors of segmentation. Selection of the most attractive destinations for certain segments. Estimation of public regulations of foreign economic activity due to the level of compliance with the requirements of tourist market.

9.3. Estimation of the state of tourist infrastructure of a country

Analysis of the state of transport infrastructure. Analysis of the state of accommodation facilities. Estimation of the level of expertise of employed in tourist industry. Evaluation of compliance of the main, auxiliary and associated tourist services rendered in a country with the international standards.

Theme 10. Peculiarities of activity of an inbound tourist operator

10.1. The basic requirements to the tourist operator of a host party

Professional requirements to the workforce of a tourist enterprise. Requirements to the organisational and informational constituents of a trip. Measures for securing the safety of foreign tourists.

10.2. Entrance regulations for non-residents crossing the borders of Ukraine

General requirements to the entrance of the territory of Ukraine for foreign and stateless persons. Entrance regulations for specific groups of non-residents. Regulations of the status of foreign citizens in Ukraine. Organisation of entrance to Ukraine of the organized tourist groups and individual tourists.

10.3. Organisation of work with the contractors of a departure country

Functions and order of opening of temporal and permanent representative offices abroad. Selection of the optimal legal form of a foreign representative office. Optimisation of cooperation with mediators: planning of volumes of operations to be passed.

Theme 11. Basic stages of preparation and implementation of the inbound trip

11.1. The process of choosing the target audience – potential consumers of the national tourist product

Methods of promotion of the national tourist product abroad. Participation in specialised exhibitions, fairs. Partnership with educational, cultural establishments, public organisations.

11.2. Planning of product mix of a tourist enterprise

Substantiation of necessity and development of the procedure of competitive analysis of production of tourist enterprises in the potential country of departure. Comparison of the results of the analysis with existent national tourist resources. Estimation of potential groups of consumers and their demands. Determination of marketing feasibility of the expected tourist product.

11.3. Adaptation of existent tourist infrastructure to the requirements of foreign tourists

National standards of quality of tourist and auxiliary services. International standards of quality. Comparative analysis of the international and national systems of classification of tourist services. Calculation of the optimal price for a trip.

11.4. Organisation of transit tourist transportations

Transit tourist transportations. Profits from passenger transportations. Realisation of tourist product that will be consumed in the territory of the third countries, to foreigners, as one of the most widespread forms of intermediary operations executed by the tourist enterprises of Ukraine.

Theme 12. Peculiarities of activity of an outbound tourist operator

12.1. Functions of an outbound tourist operator

Forming of integrated tourist product. Providing international transportations and transfers. Providing insurance services. The process of searching for necessary information about tourist destinations having been developed.

12.2. Regulations of departure of the residents of Ukraine abroad

General regulations of departure of citizens and residents of Ukraine abroad. Rules of departure of specific groups. Solving conflict situations in case of deportation of tourists.

12.3. Organisation of work with the contractors of a host country

Peculiarities of activity in the markets of mass tourism. Specificity of

work of a meet-company. Rendering of individual trips and trips to unpopular regions: risk factors and ways of their foresight.

Theme 13. Basic stages of preparation and implementation of the outbound trip

13.1. Perspective markets of outbound tourism

The review of the most popular tourist destinations in the world macroregions. Mass tourist destinations of outbound tourism in the market of Ukraine by the types of tourism and form of trips.

13.2. Planning of the structure of distribution channels of tourist product

Forming of sale network by a tourist enterprise-operator. Types of agent agreements. Choosing selling points of tourist product in concordance with the highest concentration of potential consumers. Selection of basic transport centres.

13.3. Forms of cooperation of tour operators and accommodation enterprises

Leasing operations. Purchase of block of rooms on the terms of commitment, allotment, uncalled reserving, increased commission, priority reserving. Single orders on the terms of standard commission.

13.4. Forms of cooperation of tour operators and carrier companies

International regulation of air transportation. Duties of passengers and carriers. The role of IATA in regulation of passenger transportations. Conditions of accreditation by IATA for the entities of tourist market. System of uniform codes: codes of airports, airlines and others. Licensing of air transportations. Reserving of regular and charter flights.

Organization of bus transportations. The procedure of licensing. Organisation of trips on the own transport of tourists. Obligatory insurance of proprietors of motor transport. "Green card". Peculiarities of crossing the border and transit transportations. Activity of international companies specialised in lease of motor transport. The procedure of renting a car by a tourist enterprise.

The procedure of receiving permission for the sale of railroad tickets in the office of a tourist enterprise. Reserving of railroad tickets for a group of tourists. Affreightment of carriages and tourist trains.

Organization of cruises abroad. International regulation of marine transportations. Peculiarities of conclusion of a freight contract. Disadvantages of the system of statistical account of tourists – the passengers of cruise ships.

13.5. Forms of cooperation of tour operators and excursion bureaus

Specific features of negotiating a contract for excursion services. Planning of demand in specialists with knowledge of foreign languages (the natural languages of foreign tourists) for a tourist region. Specialised programmes of educational institutions of a host party. Peculiarities of selection of personnel for service of foreign tourists. Regulations of workforce hiring from abroad.

Theme 14. Multinational and transnational corporations in tourist industry

14.1. Influence of large corporations on the development of tourist industry

The origin of international tourist companies. Types of multinational (MNC) and transnational (TNC) corporations. Advantages and disadvantages of functioning of international companies for the economy of a country. Features of the legal regulation of activity of international companies.

14.2. The concentration of the largest MNC and TNC by the regions of the world and subindustries of tourist sphere

Leading tourist companies in the countries of the world. The most famous tour operators, hotel chains, carriers, insurance companies, financial institutions. Analysis of activity of international tourist companies in the tourist market of Ukraine.

14.3. Optimal structure of an international tourist company. Experience of world leading tourist enterprises

Business and administrative forms of international companies. Typical structure of an international tourist corporation. The process of administrative structuring of company subdivisions at national markets. Management of information flows within the international corporation.

Theme 15. Organisation of activity of an inbound and outbound tourism operator

15.1. Organisational structure of an operator of international tourism

The aim and tasks of activity of basic subdivisions of a tourist operator. A synergetic effect from combination of inbound and outbound activity.

15.2. Strategies of an operator of international tourism

The most common strategies of management of an enterprise according to the terms of classic management. Correcting of strategies due to the

features of national markets. Advantages and disadvantages of forming subdivisions by a geographical principle.

Theme 16. System of indicators of economic efficiency

16.1. Indicators of the state of foreign economy of a country

Indices of integrating: export quota, import quota, foreign trade turnover quota. Indices of volumes: volume of export, volume of import, general trade, special trade, re-export, re-import. Indices of structure: commodity, regional, institutional pattern of foreign economic relations. Indices of dynamics: increase rates, growth rates. Indices of efficiency: balance of payments, export per capita, import per capita, foreign trade turnover per capita, external debt of a country.

16.2. General indicators of foreign economic performance of an enterprise

Theoretical effectiveness curve depending on the type of foreign economic activity. Influence of the stage of a life cycle of commodity. Indices of effect as absolute values. Indices of efficiency as relative values. Fundamental methodological postulates of indices calculation: the most complete account of all charges and output; bringing charges and results into the comparable form; comparing with the standard variant. Economic effect and efficiency of foreign economic operations (by types).

16.3. Economic effect and efficiency of operations in international tourism

Basic macroeconomic indices of tourist flows. Frequency and intensity of trips. Coefficient of agglomeration of industries. Description of consumer expenditures in the country of sojourn. Economic influence of outbound tourism. Ways of income increase for a country of departure. Economic effect of inbound tourism. Direct and indirect costs. Budget expenditures for the support of tourism sphere.

Theme 17. Calculation and analysis of foreign economic agreements efficiency

17.1. Factor analysis of efficiency of foreign economic activity

Factor model of foreign economic performance indicators. Four levels of factors. Reserves for increase of FEA efficiency. General effect of foreign economic activity in compliance with the directions of adjustment of tactical and strategic plans of an enterprise as the basis of administrative decisions.

17.2. Project feasibility study of foreign economic operations and international projects (by V. V. Kozyk)

Principles and methods of technical and economic estimation. Forms of effect demonstration. Discounting in international economic accounting. Influence of terms of payment. Influence of fluctuations of exchange rates.

Theme 18. Optimisation of a foreign economic agreement

18.1. Optimization as the choice of the most expedient combination of existent resources of a subject of FEA

The aim, tasks and principles of optimisation. The necessity of optimisation of foreign economic contracts. Irregularities in contracts.

18.2. Stages of the optimisation model

Selection of the most beneficiary terms of delivery. Optimisation of prices and total sum of a contract. Selection of optimal terms of payment. Estimation of general economic effect.

18.3. Optimisation of operations in tourism industry

System of indices of estimation of foreign economic activity of a tourist enterprise. System of financial indices. Profitability of foreign economic operations. Analysis of efficiency of organisational structure of an enterprise. Methodology of matrix analysis of agreements with foreign and domestic contractors. Estimation of profitability of tourist destinations. Management of exchange transactions.

4. Plan of lectures

Module 1. Implementation technique of foreign economic operations

Theme 1. Modern state and prospects of development of international market of services

1.1. World market of commodities and services and peculiarities of its functioning.

1.2. Historical pre-conditions of world services market development.

1.3. Features of modern world services market.

1.4. Accounting of services in international tourism in the balance of payments of Ukraine.

References: main [3– 4]; ancillary [16 – 18; 28].

Theme 2. Foreign economic activity in Ukraine: main terms and regulations

2.1. Subjects of foreign economic activity.

2.2. Types of foreign economic activity.

2.3. Regulatory agencies.

2.4. Foreign economic policy of the state.

References: main [2; 6; 8]; ancillary [27; 31 – 34].

Theme 3. Operations in international trade: the concept and peculiarities of implementation

3.1. Types of international commercial operations and schemes of their implementation.

3.2. Transboundary operations in tourism: the kinds, concept and peculiarities of implementation.

References: main [2; 6; 8]; ancillary [3 – 4; 28].

Theme 4. Contractual activity and types of agreements

4.1. Concept, forms and types of agreements.

4.2. Concept of the agreement and the procedure of its conclusion.

Proper execution of a contract.

4.3. Typical structure of a contract.

4.4. Documentary closure of foreign economic agreements.

4.5. Documentary closure of agreements between the parties in the tourist market.

References: main [2; 6; 8]; ancillary [12; 14; 27; 19; 24; 36].

Theme 5. Custom formalities in foreign economic activity

5.1. System of public institutions of the custom regulation and control.

5.2. Custom clearance at the border of Ukraine.

5.3. The procedure of charge of obligatory payments at customs clearance.

5.4. Customs registration of international tourist fairs.

5.5. Regulation of crossing state boundaries by residents and non-residents.

References: main [2; 6; 8]; ancillary [12; 14; 27; 19; 24; 36]

Theme 6. International business payments

- 6.1. Negotiating of currency terms of a foreign economic contract.
- 6.2. Negotiating of financial terms of a foreign economic contract.
- 6.3. International payment systems.

References: main [2; 8]; ancillary [11; 23].

Theme 7. International entrepreneurial activity

- 7.1. Types of enterprises with a foreign capital.
- 7.2. Activity of non-commercial international organisations.

References: main [2; 7; 8]; ancillary [25; 29 – 30].

Theme 8. Special centres of foreign investment

- 8.1. The concept, kinds and role of foreign investments.
- 8.2. Special centres of foreign investment.
- 8.3. Euroregions as the type of transfrontier cooperation.
- 8.4. Organisation of entrepreneurial activity in offshores.

References: main [2; 7; 8]; ancillary [10].

Module 2. Foreign economic activity of a tourist enterprise

Theme 9. Methodology of estimation of the potential of a country in the sphere of international tourism

- 9.1. Organisation of cooperation of tourist enterprises with the official representations of foreign states.
- 9.2. The procedure of estimation of national recreational potential with the aim of development of inbound tourism.
- 9.3. Estimation of the state of tourist infrastructure of a country.

References: main [3 – 4]; ancillary [31 – 34].

Theme 10. Peculiarities of activity of an inbound tourist operator

- 10.1. The basic requirements to the tourist operator of a host party.
- 10.2. Entrance regulations for non-residents crossing the borders of Ukraine.
- 10.3. Organisation of work with the contractors of a departure country.

References: main [1; 5; 9]; ancillary [12; 14; 17; 19; 24; 36].

Theme 11. Basic stages of preparation and implementation of the inbound trip

11.1. The process of choosing of the target audience – potential consumers of the national tourist product.

11.2. Planning of product mix of a tourist enterprise.

11.3. Adaptation of existent tourist infrastructure to the requirements of foreign tourists.

11.4. Organisation of transit tourist transportations.

References: main [1; 5; 9]; ancillary [12; 14; 17; 19; 24; 36].

Theme 12. Peculiarities of activity of an outbound tourist operator

12.1. Functions of an outbound tourist operator.

12.2. Regulations of departure of the residents of Ukraine abroad.

12.3. Organisation of work with the contractors of a host country.

References: main [1; 5; 9]; ancillary [12; 14; 17; 19; 24; 36].

Theme 13. Basic stages of preparation and implementation of the outbound trip

13.1. Perspective markets of outbound tourism.

13.2. Planning of the structure of distribution channels of tourist product.

13.3. Forms of cooperation of tour operators and accommodation enterprises.

13.4. Forms of cooperation of tour operators and carrier companies.

13.5. Forms of cooperation of tour operators and excursion bureaus.

References: main [1; 5; 9]; ancillary [12; 14; 17; 19; 24; 36].

Theme 14. Multinational and transnational corporations in tourist industry

14.1. Influence of large corporations on the development of tourist industry.

14.2. The concentration of the largest MNC and TNC by the regions of the world and subindustries of tourist sphere.

14.3. Optimal structure of an international tourist company. Experience of world leading tourist enterprises.

References: main [1; 5; 9]; ancillary [18; 27; 35 – 36].

Theme 15. Organisation of activity of an inbound and outbound tourism operator

15.1. Organisational structure of an operator of international tourism.

15.2. Strategies of an operator of international tourism.

References: main [1; 5; 9]; ancillary [12; 14; 17; 19; 24; 36].

Theme 16. System of indicators of economic efficiency

16.1. Indicators of the state of foreign economy of a country.

16.2. General indicators of foreign economic performance of an enterprise.

16.3. Economic effect and efficiency of operations in international tourism.

References: main [2; 8]; ancillary [13; 21; 26].

Theme 17. Calculation and analysis of foreign economic agreements efficiency

17.1. Factor analysis of efficiency of foreign economic activity.

17.2. Project feasibility study of foreign economic operations and international projects (by V. V. Kozyk).

References: main [2; 8]; ancillary [13; 21; 26].

Theme 18. Optimisation of a foreign economic agreement

18.1. Optimization as the choice of the most expedient combination of existent resources of a subject of FEA.

18.2. Stages of the optimisation model.

18.3. Optimisation of operations in tourism industry.

References: main [2; 8]; ancillary [35; 36].

5. Plan of Seminars

Seminar study is the form of a lesson, at which a teacher organises a discussion on previously chosen topics.

Seminar studies are conducted in auditoria or in study rooms with one academic group.

A teacher estimates students' reports, activity in discussions, abilities to form and assert their positions and so on during every seminar. Final assessments for every seminar are put in the register. Seminar marks are taken

into account when putting current module mark down (practical module control of this educational discipline).

The themes of seminars are represented in tab. 3

Table 3

List of seminar themes

Theme	Questions	Hours	Bibliography
1	2	3	4
Module 1. Implementation technique of foreign economic operations			
Theme 1. Modern state and prospects of development of international market of services	<ol style="list-style-type: none"> 1. The peculiarities of international classification of tourist and auxiliary services and their accounting in macroeconomic statistics. 2. Principles of composition of balance of payments. Description of main indicators of balance of payments of Ukraine. 3. The state of modern international market of services. The most influential industries of non-material production and influence of their activity on development of tourist industry 	2	Main [3– 4]. Ancillary [16 – 18; 28]
Theme 2. Foreign economic activity in Ukraine: main terms and regulations	<ol style="list-style-type: none"> 1. The law of Ukraine "On foreign economic activity": main terms, sphere of implementation. 2. The most widespread types of foreign economic operations executed by the enterprises of tourist industry. 3. Functions and powers of organs of governmental control over foreign economic activity in Ukraine 	4	Main [2; 6; 8]. Ancillary [27; 31 – 34]
Theme 5. Custom formalities in foreign economic activity	<ol style="list-style-type: none"> 1. Regulation of transfrontier cooperation. 2. The Custom code of Ukraine. The law of Ukraine "On single custom tariff": main terms, sphere of implementation. 3. Organisation of international tourist exhibitions. Customs clearance of exhibits. 4. Procedure of deportation. Reasons for deportation of tourists. Measures that must execute a tourist enterprise in case of deportation of tourists 	4	Main [2; 6; 8]. Ancillary [12; 14; 27; 19; 24; 36]

Table 3 (the ending)

1	2	3	4
Theme 8. Special centres of foreign investment	<ol style="list-style-type: none"> 1. The law of Ukraine "On the regime of foreign investing": main terms, the sphere of implementation. 2. Dynamics of direct foreign investments from Ukraine and into Ukraine. 3. Prospects of creation of SEZ with priority of tourist activity. 4. Experience of development of tourism in the territory of euroregions. 5. The largest tourist offshore centres. Example of the Caribbean countries 	4	Main [2; 7; 8]. Ancillary [10]
Module 2. Foreign economic activity of a tourist enterprise			
Theme 10. Peculiarities of activity of an inbound tourist operator	<ol style="list-style-type: none"> 1. Requirements to the personnel that serves foreign tourists directly. Problems of professional tourist education. 2. Safety of foreign tourists. 3. Planning of activity of foreign representative offices 	2	Main [1; 5; 9]. Ancillary [12; 14; 17; 19; 24; 36]
Theme 12. Peculiarities of activity of an outbound tourist operator	<ol style="list-style-type: none"> 1. Organisation of international passenger transportations. 2. Review of the market of passenger transportations of Ukraine. 3. Peculiarities of transportations of the organised tourist groups across the border 	2	Main [1; 5; 9]. Ancillary [12; 14; 17; 19; 24; 36]
Theme 14. Multi-national and trans-national corporations in tourist industry	<ol style="list-style-type: none"> 1. Experience of the most influential tourist companies of the world. 2. Activity of representative offices of foreign tourist companies in Ukraine 	2	Main [1; 5; 9]. Ancillary [18; 27; 35 – 36]
Theme 16. System of indicators of economic efficiency	<ol style="list-style-type: none"> 1. Interrelation between performance indicators of tourist industry and macro-economic indices of a country. 2. Estimation of the state of development of tourist industry of a country. 3. Integrated structures in tourist business. 4. Economic effect of international tourism 	2	Main [2; 8]; ancillary [13; 21; 26]

6. Plan of Practical Studies

Practical study is the form of a lesson, at which a teacher organises the detailed consideration of certain theoretical positions of the educational discipline and forms ability and skills by individual tasks in order students should be able to have practical application of them.

A practical study is carried out with the help of preliminary prepared methodical material – tests for theoretical mastering assessment, set of practical problems with various levels of sophistication.

A practical lesson includes the preliminary control of students' learning, abilities and skills, raising a general point to argue by a teacher and the discussion with the participation of students, solving and estimation control problems.

Practical studies marks of this educational discipline are taken into account when putting current module mark down.

The themes of practical studies are represented in tab. 4.

Table 4

List of practical studies themes

Theme	Questions	Hours	Bibliography
1	2	3	4
Module 1. Implementation technique of foreign economic operations			
Theme 3. Operations in international trade: the concept and peculiarities of implementation	<ol style="list-style-type: none"> 1. Selection of optimal foreign economic operations by enterprises of tourist and auxiliary industries. 2. Support of basic operations of a tourist operator 	4	Main [2; 6; 8]. Ancillary [3 – 4; 28]
Theme 4. Contractual activity and types of agreements	<ol style="list-style-type: none"> 1. A typical structure of agreement between tourist operators and their contractors. 2. Types of agent agreements. 3. Agreements of tourist enterprises with outer enterprises and establishments. 4. Order of settlement of a dispute 	4	Main [2; 6; 8]. Ancillary [12; 14; 27; 19; 24; 36]
Theme 6. International business payments	<ol style="list-style-type: none"> 1. Basic forms of payments. Selection of the optimal form of payments for a tourist enterprise. 2. Means of payments by physical persons (tourists) abroad. 	4	Main [2; 8]. Ancillary [11; 23]

Table 4 (continued)

1	2	3	4
	3. The procedure of opening accounts in foreign currency for physical and legal entities		
Theme 7. International entrepreneurial activity	1. The procedure of registration of foreign enterprises and enterprises with foreign investments in Ukraine. 2. Privileges and restrictions for foreign enterprises and enterprises with foreign investments. 3. Registration of international non-commerce organisations (tourist clubs and others)	4	Main [2; 7; 8]. Ancillary [25; 29 – 30]
Module 2. Foreign economic activity of a tourist enterprise			
Theme 9. Methodology of estimation of the potential of a country in the sphere of international tourism	1. Estimation of recreational capacity of a country for the needs of inbound tourism. 2. Estimation of natural recreational potential. 3. Peculiarities of estimation of historically-cultural tourist potential. 4. The cooperation of tourist enterprises with the official representations of foreign states	1	Main [3 – 4]. Ancillary [31 – 34]
Theme 11. Basic stages of preparation and implementation of the inbound trip	1. Forming of typical inbound trips by the types of tourism. 2. Concept of transit tourist transportations. 3. Participating of Ukraine in international intermediary operations in tourist industry	2	Main [1; 5; 9]. Ancillary [12; 14; 17; 19; 24; 36]
Theme 13. Basic stages of preparation and implementation of the outbound trip	1. Review of leading tourist destinations of outbound tourism, which are mass for the Ukrainian market. 2. Development of typical sale network. Types of cooperation between operators and agents. 3. Analysis of advantages and disadvantages of basic forms of booking of component services of a tourist package	2	Main [1; 5; 9]. Ancillary [12; 14; 17; 19; 24; 36]
Theme 15. Organisation of activity of an inbound and outbound tourism operator	1. Strategies of management of a tourist enterprise. 2. Advantages and disadvantages of the most widespread organisational structures of subdivisions of tourist enterprise: distribution of duties and powers by geographical principle	2	Main [1; 5; 9]. Ancillary [12; 14; 17; 19; 24; 36]

Table 4 (the ending)

1	2	3	4
Theme 17. Calculation and analysis of foreign economic agreements efficiency	1. Methodology of calculation of the effect of foreign economic operations. 2. Methodology of calculation of the efficiency of foreign economic operations. 3. Feasibility study of international projects	2	Main [2; 8]. Ancillary [13; 21; 26]
Theme 18. Optimisation of a foreign economic agreement	1. Irregularities in negotiating a contract made by enterprises – subjects of tourist industry. 2. Optimisation of terms of payment. 3. Calculation of profitability of foreign economic operations of a tourist enterprise	1	Main [2; 8]. Ancillary [35; 36]

7. Individual Research Project

An individual research project (IRP) is performed independently by a student according to a teacher's advice during the study of a discipline in accordance with the schedule of the educational process.

IRP is performed in order that students should fix, deepen and generalise knowledge, got during the studies; acquire and use practical skills when solving the problems of enterprise development by forming a set of strategies and selecting measures aimed at its realisation.

An individual research project assumes the next elements of scientific research: practical value; complex system approach to the implementation of the tasks set; theoretical use of advanced concepts and methodology and scientific developments; student's own scientific work.

Practical value of IRP lies in the basis of practical usability of its results.

The project can be regarded as **practicable** if it is performed in accordance with the present problems of any tourist enterprise concerning its needs to receive a country's realistic data gathered over the row of years, and the results of which fully or partly can be applied in the strategy of an enterprise or some regional plan of development.

Complex system approach to the topic development means that a subject matter is examined from different points of view, such as: postulates of theoretical base and practical experience, conditions of its realisation in actual practice, analysis, substantiation of ways of improvement, etc. – in close correlation and unique logic of setting the problem out.

Application of modern methodology means that a student should collect information about the newest achievements in a technique and research technologies, use various methods of forming and realisation of a set of strategies for an enterprise, approaches and criteria of determination and substantiation of choice of alternative strategies taking into consideration dynamic environment when analysing the strategic positions of a tourist enterprise and proving the ways of improvement of separate aspects of the object of researches.

When accomplishing the project, a student should show his creative mind and abilities to research work, learn to solve theoretical and practical problems altogether with theoretical knowledge and professional practical skills.

The topic of the IRP of the discipline "Organisation and technique of foreign economic operations in tourism" is identical for all students, but different enterprises have to be chosen.

7.1. Plan of the Individual Research Project

Theme of the IRP: "Analysis of foreign economic activity of a tourist enterprise"

Project goals: to estimate the efficiency of foreign economic operations of the tourist enterprise. Basic tasks:

1. To define the features of the researched object. It is possible to take the following objects for an analysis: foreign enterprises, their structural subdivisions and representative offices, enterprises with foreign investments, national tourist enterprises that cooperate with foreign contractors or sell products to the physical persons – non-residents of Ukraine. To give short description of the investigated enterprise.

2. To substantiate the principles of work in the market of Ukraine chosen by the enterprise, to specify its advantages and disadvantages, if necessary, to perform extra analysis. Define if the described mode is typical for similar objects, limitations in its use.

3. To define the level of economic effect and efficiency of foreign economic operation (the cycle of operations, for example, of one geographical destination (at student's option), key advantages and disadvantages of the selected strategy, basic factors of threats of functioning of the object of research, degree of their interdependence.

4. To offer measures in order to increase the efficiency of foreign economic activity of the enterprise and prove their practical applicability.

IRP must contain the followings parts:

A title page must contain the name of the university; the name of department; the name of the educational discipline; the topic of the IRP specified by a country of research; student's last name and initials, academic group's number; date of the IRP presentation to a teacher for preliminary examination (day, month, year).

Contents contain the names of parts, paragraphs which expose the theme of the IRP and so on, indicating the numbers of correspondent pages.

Introduction. In the "Introduction" a student describes a concept and a state of scientific problem and its consequence, preconditions and basic data for the IRP subject investigation, proves the necessity of present research.

Main part consists of 3 paragraphs, each one performs the tasks of the research. The order of basic issues should not be changed. The idea of the work is to define the optimal structure of a tourist enterprise – party of international economic relations, describe the main features of regulation of foreign economic activity of subjects of tourist market, choose the best way of cooperation with foreign partners for the analysed enterprise and the procedure of conclusion of agreements and payment operations taking into account the features of the legal environment of Ukraine.

Conclusions. General conclusions have to answer a question about expedience of executing of foreign economic activity and recommendations for the enterprise concerning the increase of its efficiency.

The individual research project is executed in writing or electronic form and given to the teacher for control. It is recommended to present the task in the format of Ms Power Point presentation (flow charts are compulsory) before public defence in a group.

8. Independent work of students

Students' independent work with domestic and foreign special economic literature, standard acts on questions of governmental regulations of the national tourist industry is necessary for successful learning. Independent work is the basic way of mastering educational material during the time, free from compulsory lessons. Basic types of independent work, which are offered to the students, are the following:

1. In-depth study of lecture material.
2. Work with reference sources and additional literature.
3. Study of basic terms and concepts referred to the tourist industry.
4. Training for seminar and practical studies, discussions, work in small groups.
5. Final check out of the personal knowledge with the help of the questions for independent in-depth study and self-control by every student.
6. Performing the term paper.

8.1. Questions for independent in-depth study

1. Methods and principles of regulation of international trade in services.
2. The role of tourist services in forming of world market of services.
3. Foreign economic policy of Ukraine in the field of trade in tourist services.
4. Basic areas of realisation of foreign economic policy of Ukraine. International cooperation in the sphere of tourism.
5. The most widespread foreign economic operations used by enterprises of tourist industry: the concept, procedure of implementation.
6. The role of international investment institutes in the development of national tourist industry.
7. Types and procedure of conclusion of agreements between the parties of FEA, which are the enterprises of tourist industry.
8. Organisation and customs clearance of international exhibitions. Famous tourist exhibitions.
9. The procedure of regulation of migration flows and its influence on the tourist attractiveness of a country.
10. Migratory policy of EU countries and basic principles of collaboration with Ukraine.
11. Peculiarities of international payments between the parties of tourist industry.
12. The main ways of providing international private transactions.
13. Investment policy of Ukraine.
14. Basic forms of enterprises with foreign capital: experience of the world countries and Ukraine.
15. Tourist offshore centres: history of origin, principles of functioning, prospects of development.

16. Peculiarities of implementation of foreign economic operations at frontier territories.

17. Organization of foreign representative office of subjects of tourist industry of Ukraine.

18. International cooperation of Ukraine in the field of safety of tourist trips.

19. Intermediary activity in international tourism.

20. Peculiarities of activity of an operator of international tourism. Famous representatives in the tourist market of Ukraine.

21. Problems and ways of increase of the economic efficiency of foreign economic operations at a tourist enterprise.

22. Organization of co-operation of subjects at macro- and microlevels of tourist industry in Ukraine.

23. Calculation of efficiency of international tourism.

24. The use of system approach in planning and estimation of foreign economic operations at a tourist enterprise.

25. Balance between material and non-material foreign trade operations in the process of activity of the parties of tourist industry.

9. Questions for Self-Control

Module1. Implementation technique of foreign economic operations

Theme 1. Modern state and prospects of development of international market of services

1. Classification of services.

2. Results of the Uruguay Round.

3. The dynamics of volumes of tourist services by types and geographical structure.

4. The procedure of accounting of receipts from tourist services in balance of payments of a country.

5. Dynamics of basic indices of the balance of payments of Ukraine.

References: main [3– 4]; ancillary [16 – 18; 28].

Theme 2. Foreign economic activity in Ukraine: main terms and regulations

1. Subjects of foreign economic activity.

2. Legal principles of implementation of foreign economic operations by the subjects of entrepreneurial activity and authorised representatives of public institutions of Ukraine.

3. Regulation of foreign economic activity.

4. Practice of customs in trade.

5. Types of foreign economic policy of a state, their main advantages and disadvantages.

References: main [2; 6; 8]; ancillary [27; 31 – 34].

Theme 3. Operations in international trade: the concept and peculiarities of implementation

1. Basic types of foreign economic operations.

2. Procedure of customs clearance of commodities.

3. Insurance services in organisation of international tourism.

4. Financial services in organisation of international tourism.

5. Consulting services in organisation of international tourism.

References: main [2; 6; 8]; ancillary [3 – 4; 28].

Theme 4. Contractual activity and types of agreements

1. Forms and types of agreements.

2. Stages of conclusion of a contract.

3. Typical structure of a contract.

4. Basic types of documents for providing foreign trade agreements.

5. Peculiarities of collaboration with enterprises-non-residents.

References: main [2; 6; 8]; ancillary [12; 14; 27; 19; 24; 36].

Theme 5. Custom formalities in foreign economic activity

1. Main conditions of the Custom code of Ukraine.

2. Peculiarities of population movement within the borders of frontier zones.

3. Conception of creation and functioning of Schengen area.

4. Custom regimes. Custom formalities.

5. Procedure of customs clearance of international exhibitions.

6. The system of authorities empowered to regulate migration and tourist flows.

References: main [2; 6; 8]; ancillary [12; 14; 27; 19; 24; 36].

Theme 6. International business payments

1. Legal restrictions for implementation of operations in foreign currency within the territory of Ukraine.
2. Types of payments.
3. Forms of payments.
4. Means of payments.
5. Procedure of implementation of international commercial payments.
6. Procedure of implementation of international private transactions.

References: main [2; 8]; ancillary [11; 23].

Theme 7. International entrepreneurial activity

1. Regulation of activity of enterprises with foreign investments in the territory of Ukraine.
2. Regulation of activity of foreign enterprises in the territory of Ukraine.
3. The procedure of registration of enterprises by non-residents in Ukraine.
4. International agreements of Ukraine in the field of support of international business.
5. Creation and activity of international non-commercial organisations in the territory of Ukraine.

References: main [2; 7; 8]; ancillary [25; 29 – 30].

Theme 8. Special centres of foreign investment

1. Types of foreign investments.
2. Types of the special economic zones.
3. Description of SEZ of Ukraine.
4. Experience of functioning of euroregions in the countries of Europe and in Ukraine.
5. Centres of offshore entrepreneurship. Regulation of international commercial operations in offshore zones.

References: main [2; 7; 8]; ancillary [10].

Module 2. Foreign economic activity of a tourist enterprise

Theme 9. Methodology of estimation of the potential of a country in the sphere of international tourism

1. Status and main functions of diplomatic representations and consulates.

2. Chambers of Commerce and Industry: legal form and aim of creation.
3. International activity of the Chamber of Commerce and Industry of Ukraine.
4. The procedure of estimation of the conformity of the state administrative and legal regulations of foreign economic activity with the requirements of tourist market.
5. Estimation of the state of tourist infrastructure of a country.

References: main [3 – 4]; ancillary [31 – 34].

Theme 10. Peculiarities of activity of an inbound tourist operator

1. Professional requirements to personnel of a tourist enterprise.
2. Measures for providing of safety of foreign tourists.
3. Rules on entry to the territory of Ukraine for non-residents of Ukraine
4. The procedure of opening temporal or permanent representations abroad.
5. Optimisation of collaboration with mediators.

References: main [1; 5; 9]; ancillary [12; 14; 17; 19; 24; 36].

Theme 11. Basic stages of preparation and implementation of the inbound trip

1. Stages of preparation and implementation of an inbound trip.
2. National standards of quality of tourist and auxiliary services.
3. International standards of quality.
4. Transit tourist transportations.
5. International intermediary activity in the area of organisation of tourist trips.

References: main [1; 5; 9]; ancillary [12; 14; 17; 19; 24; 36].

Theme 12. Peculiarities of activity of an outbound tourist operator

1. Functions of an operator of outbound tourism.
2. Rules of departure of citizens and residents of Ukraine abroad.
3. Solving conflict situations in case of deportation of tourists.
4. Specifics of activity of a meet-company.

References: main [1; 5; 9]; ancillary [12; 14; 17; 19; 24; 36].

Theme 13. Basic stages of preparation and implementation of the outbound trip

1. The most popular tourist destinations in the world macroregions.
2. Mass tourist destinations of outbound tourism in the market of Ukraine.
3. Types of agent agreements.
4. Methods of booking of constituents of a tourist package.
5. International regulation of passenger transportations.
6. Regulations in hiring foreign personnel.

References: main [1; 5; 9]; ancillary [12; 14; 17; 19; 24; 36].

Theme 14. Multinational and transnational corporations in tourist industry

1. State regulation of activity of international companies.
2. Advantages and disadvantages of functioning of international companies for the economy of a country.
3. Business and administrative forms of international companies.
4. Typical structure of an international tourist corporation.
5. Management of information flows at an international corporation.

References: main [1; 5; 9]; ancillary [18; 27; 35 – 36].

Theme 15. Organisation of activity of an inbound and outbound tourism operator

1. The aim and tasks of activity of main subdivisions of a tourist operator.
2. The most common strategies of enterprise management.

References: main [1; 5; 9]; ancillary [12; 14; 17; 19; 24; 36].

Theme 16. System of indicators of economic efficiency

1. Indices of integration.
2. Indices of structure.
3. Indices of dynamics.
4. Indices of output.
5. Economic effect and efficiency of foreign economic operations.
6. Economic effect of inbound tourism.
7. Economic effect of outbound tourism.

References: main [2; 8]; ancillary [13; 21; 26].

Theme 17. Calculation and analysis of foreign economic agreements efficiency

1. Factor model of indicators of foreign economic performance.
2. Principles and methods of technically-economic estimation of international economic projects.
3. Stages of estimation of an international economic project.
4. Management of international accounting concerning the fluctuations of exchange rates.
5. Reserves of increase of efficiency of foreign economic activity.

References: main [2; 8]; ancillary [13; 21; 26].

Theme 18. Optimisation of a foreign economic agreement

1. The aim, tasks and principles of optimisation.
2. Optimisation of pricing and total value of a contract.
3. Selection of optimal terms of payment.
4. System of estimation indices of foreign economic activity of a tourist enterprise.
5. Profitability of foreign economic operations.

References: main [2; 8]; ancillary [35; 36].

10. Tutorials

Individual consulting is provided due to the schedule of individual work in the way of individual lessons, consultations, control and presentation of individual tasks, control and presentation of current module tasks et cetera.

The forms of tutorials organisation concerning the theoretical part of the discipline are the following:

- 1) individual consultations (question-answer in relation to the problem questions of theoretical material of a discipline);
- 2) group consultations (consideration of typical examples, practice of introduction and use of new methods and methodologies in work practice).

The forms of tutorials organisation concerning the practical part of the discipline are the following:

- 1) individual consultations (consideration of practical tasks having been questioned);
- 2) group consultations (consideration of practical situations, role plays that require brainstorming).

The forms of tutorials organisation concerning the complex assessment of the studied material are the following:

- 1) individual defence of independent and individual tasks;
- 2) preparation of essays for a scientific seminar;
- 3) preparation of essays for a scientific conference.

11. Methods of Invoking Studies

Teaching of the discipline involves active and interactive methods of studies – business games, trainings, active seminars, consideration of cases, moderation (tab. 5). The basic differences between active and interactive methods of studies on the one hand and traditional ones on the other hand are determined not only by a teaching technique, but also by high efficiency of educational process which aims at:

- high motivation of students;
- practical usage of theoretical knowledge;
- increase of students' consciousness;
- bringing up the ability to accept independent decisions;
- making a person capable for team-work;
- contribution to social integration;
- acquisition of disputing skills;
- nurturing the ability to compromises.

Table 5

Types of Methods of Invoking Studies

Method of activation	Where to use
1	2
<p>A problem lecture is aimed to logical thought development of students and is characterised by limited points to argue (usually two-three key moments), usage of the experience of foreign educational institutions along with distribution among students of printed materials at the lecture and by emphasizing main conclusions on examined questions</p>	<p>Theme 1. Modern state and prospects of development of international market of services</p>
<p>Students are sometimes asked questions during the lectures, in order to consider independently, however a lecturer answers on them himself, not expecting the answers of students. The system of questioning during a lecture plays a role of energizer, compels students to be concentrated and begin to search the right answer</p>	<p>Theme 14. Multinational and transnational corporations in tourist industry</p>

Table 5 (continued)

1	2
<p>Work in small groups is purposed to activate the work of students during seminar and practical studies. They are so-called groups of psychological comfort, where every member plays the special part and complements others with the certain qualities. The use of this technology enables to structure practical and seminar studies by form and context, creates possibilities for participating of every student in work under the theme of study, provides forming personal qualities and experience of social relations</p>	<p>Holding practical studies after the themes: Theme 3. Operations in international trade: the concept and peculiarities of implementation. Theme 4. Contractual activity and types of agreements. Theme 9. Methodology of estimation of the potential of a country in the sphere of international tourism. Theme 15. Organisation of activity of an inbound and outbound tourism operator</p>
<p>A seminar-discussion proposes exchange of views between participants concerning the present topic, and also develops thought, helps to form views and beliefs, cultivates ability to formulate ideas and express them, teaches to estimate suggestions of other people, gives critical approach to one's own opinion</p>	<p>Holding of seminars after the themes: Theme 10. Peculiarities of activity of an inbound tourist operator. Theme 12. Peculiarities of activity of an outbound tourist operator</p>
<p>Case-method (method of analysis of specific situations) enables to approach the process of studying to practical work of specialists and supposes consideration of industrial, administrative and other situations, difficult conflict cases, problem situations, occurrences in the process of education</p>	<p>Holding of practical studies after the themes: Theme 5. Custom formalities in foreign economic activity Theme 6. International business payments. Theme 16. System of indicators of economic efficiency. Theme 17. Calculation and analysis of foreign economic agreements efficiency</p>
<p>Brainstorming is a method of solving urgent problems in undertime. Its idea is to express as more as possible ideas in the small interval of time, to discuss them and choose the right ones</p>	<p>Holding of practical studies after the themes: Theme 7. International entrepreneurial activity Theme 11. Basic stages of preparation and implementation of the inbound trip. Theme 13. Basic stages of preparation and implementation of the outbound trip</p>
<p>Familiarising or initial games are frequently used at the beginning of studies in order to create work environment, disposing participants to group work</p>	<p>Holding of the first practical studies</p>

Table 5 (the ending)

1	2
<p>Moderation is a method, which helps groups to examine themes, problems, tasks, concentrating on contents purposefully and effectively at independent participation of each student in a free corporate atmosphere. Moderation as a method of holding the discussion results quickly in concrete outcome, gives the possibility to take part in the process of decision making for all participants, helps them to feel the entire responsibility for a result</p>	<p>Holding of practical studies after themes: Theme 2. Foreign economic activity in Ukraine: main terms and regulations. Theme 3. Operations in international trade: the concept and peculiarities of implementation. Theme 15. Organisation of activity of an inbound and outbound tourism operator. Theme 18. Optimisation of a foreign economic agreement</p>

12. System of Current and Final Assessment

In the process of studies students get necessary knowledge when attending lectures, performing practical tasks due to the geospatial aspects of organisation and operation of the national tourist industry in the context of market globalisation trends in Ukrainian economy. The most complicated questions are proposed for consideration and discussion at seminar studies.

The assessment of students' knowledge, abilities and skills includes the following types of studies according to the programme of the educational discipline "Organisation and technique of foreign economic operations in tourism": lectures, seminar and practical studies, and also independent work and performance of individual tasks. Control and assessment of students' knowledge can be conducted in a few ways:

1. Estimation of knowledge at seminar and practical studies.
2. Preparation of individual research project.
3. Performance of the tasks for independent work.
4. Intermediate tests.
5. Current module control.
6. Final test.

12.1. Procedure of Current Assessment of Knowledge

The assessment of students' knowledge at seminar and practical studies and performance of individual tasks is based on a 12-mark scale due to the following criteria:

1) understanding, the level of learning the theory and methodology of problems which are examined;

2) the level of learning the facts concerning the educational discipline;

3) acquaintance with the recommended references and up-to-date literature, Internet sources on the prescribed questions;

4) ability to combine theory with practice when solving realistic problems, performing tasks, making calculations for individual work and collective disputes;

5) logic, structure, style of representation of material in written works and while presenting, abilities to defend one's position, to generalize information and make conclusions.

The "excellent" mark (12 – 11 – 10 points) is put if individual task performed by a student or his verbal answer meets all five noted requirements. Absence of that or other constituent reduces the mark by the proper amount of points.

When estimating individual tasks the quality, independence and timeliness of presenting the performed tasks to a lecturer (according to the schedule of educational process) are taken into consideration. If some of the requirements are not met, the mark can be decreased.

The assessment of knowledge during performance of independent tasks is based on a 12-mark scale.

An individual research project is the ancillary part of independent work of a student on the educational discipline "Organisation and technique of foreign economic operations in tourism". The purpose of IRP is to deepen theoretical knowledge, received by students in the process of studying the discipline.

Intermediate test control is made four times in a semester (two times within the study of a module). A test contains questions of single and plural choice in order to evaluate the learning of basic categories of the educational discipline.

The evaluation criteria are:

12 points	—	98 – 100 % of right answers;	6 points	—	45 – 54 % of right answers
11 points	—	91 – 98 % of right answers;	5 points	—	36 – 44 % of right answers;
10 points	—	82 – 90 % of right answers;	4 points	—	27 – 35 % of right answers;
9 points	—	73 – 81 % of right answers;	3 points	—	18 – 26 % of right answers;
8 points	—	64 – 72 % of right answers;	2 points	—	9 – 17 % of right answers;
7 points	—	55 – 63 % of right answers;	1 point	—	to 9 % of right answers.

Tests for intermediate control are selected from the general list of tests of the correspondent modules.

The purpose of test tasks of the educational discipline of "Organisation and technique of foreign economic operations in tourism" lies in learning theoretical material by students concerning geospatial perspectives of organisation and business operation of the national tourist industry in the context of its market reformation and entering the global tourist market.

In accordance with the Industry standard of education the test tasks are aimed to support students in implementation of production functions (technical, executive, design, managerial), of task activity (professional, socially industrial and socio-consumering) and of classes of task activities (stereotype, diagnostic and heuristic), which are underlying in the process of training of specialists of certain level of qualification.

Current module control. Current module control is carried out and estimated by two constituents: practical module control and theoretical lecture module control. The mark for the practical part of module control is put as a result of evaluation of knowledge of a student during seminar and practical studies, individual work and intermediate test control due to the schedule of educational process.

Lecture module control is carried out in writing according to the proper question cards which contain questions of all module themes. Thus, after the study of themes 1–9 (module 1) students of daily form of studies are examined with **Task 1** of current module control. Accordingly, after the study of themes 10–14 (module 2) **Task 2** is performed.

Theoretical part of a module control task contains: either theoretical questions or tests of the closed and opened forms. Practical part of a module control task consists of practical tasks (cases) of different levels of complication (stereotype, diagnostic, heuristic) and other elements of practical training.

Standard task to module 1

Theoretical part

1. Types of foreign economic activity.
2. Test tasks.

Practical part

Task 1 (heuristic).

Describe the procedure of registration of representative office of a foreign tourist operator in Ukraine. Specify basic advantages and disadvantages of cooperation between a tourist agent – resident of Ukraine – with foreign representations.

Teacher _____

To sum up the work of a student under a substantial module the final mark for current module control is put down, it is composed of the marks of practical module control and lecture module control.

For the purpose of estimation of level of students' answers on theoretical questions and solution of practical tasks such criteria are used:

12 points is put down for the profound learning of a subject; application not only recommended but also ancillary literature and creative approach for an answer; making good use of conceptual apparatus, methods, methodology and instruments of economic diagnostics, ability to use them for performance of concrete practical tasks, solving problems. Registration of the work must be accurate, logical and consecutive;

11 points is put down for the profound learning of a subject; studying recommended literature; making good use of conceptual apparatus, methods, methodology and instruments of economic diagnostics, ability to use them for performance of concrete practical tasks, solving problems. Registration of the work must be accurate, logical and consecutive. Registration of the work must be accurate, logical and consecutive;

10 points is put down for the thorough learning of a subject and recommended literature; making good use of conceptual apparatus, methods, methodology and instruments of economic diagnostics, ability to use them for performance of concrete practical tasks, solving problems. Insignificant random errors which do not influence substantially the completeness and exactness of the answer are permitted;

9 points is put down for the thorough learning of a subject and the ability to get student's bearings in it, sensible application of knowledge for the solution of practical tasks; on the assumption of all requirements foreseen for the "excellent" mark, in the presence of insignificant arithmetic errors (that is methodical approach to a problem solution is correct, but insignificant inaccuracies in the calculations of certain indexes are made) or not quite complete conclusions after the received results of task performance. Registration of the work must be accurate;

8 points is put down for the thorough learning of a subject and the ability to get student's bearings in it, sensible application of knowledge for the solution of practical tasks. Practical tasks are performed correctly on the whole with the use of typical algorithm, but a student makes some errors at their performance. Registration of the work must be accurate;

7 points is put down if a student applies basic knowledge of the set educational material effectively when solving a practical task. Practical tasks are performed correctly on the whole with the use of typical algorithm, but a student makes considerable errors;

6 points is put down for insufficient ability to apply theoretical knowledge for the solution of practical tasks on condition that a task is performed for the most part and the aim of a task is attained, and a student giving an answer shows understanding of substantive concepts of the material of an educational discipline;

5 points is put down for partial ability to apply theoretical knowledge for the solution of practical tasks on condition that a task is performed partially; and a student giving an answer shows understanding of substantive concepts of the material of an educational discipline;

4 points is put down in case of a student applies educational material without enough understanding when performing practical tasks, makes essential errors, is confronted with difficulties when analysing and comparing economic phenomena and processes;

3 points a student gets for misunderstanding of the considerable part of programme material; a student can not perform practical tasks correctly, is confronted with considerable difficulties when analysing economic phenomena and processes;

2 points a student gets for misunderstanding of programme material, a student can not perform practical tasks correctly, is confronted with considerable difficulties when analysing economic phenomena and processes;

1 point a student gets for failure to perform a task on the whole.

For the final assessment of students' work under the educational discipline "Organisation and technique of foreign economic operations in tourism" a general mark which takes into account the marks of every type of control is put down (two marks of a current module control of the work during a semester). The final mark for the discipline based on the Principles of transference of university characteristics of students' progress into the system of the ECTS scale is converted into final ECTS figure (tab. 6).

Table 6

Transference of University Characteristics of Students' Progress into the System of the ECTS Scale

The share of students who usually get an indicated mark	The assessment due to the ECTS scale		The assessment due to the point scale which is used in KhNUE	The assessment due to the national scale
10	Excellent implementation	A	12 – 11	excellent
25	Higher middle level	B	10	
30	A work is correct in general, but with the certain amount of errors	C	9 – 7	good
25	Not bad, but with the sufficient amount of failings	D	6	satisfactory
10	Implementation satisfies minimum criteria	E	5 – 4	satisfactory
–	Reexamination is needed	FX	3	unsatisfactory
–	Repeated study of a discipline	F	2 – 1	unsatisfactory

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