

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE**  
**SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**

**Syllabus**  
**of the academic discipline**  
**"STATISTICS OF INTERNATIONAL**  
**TOURISM"**

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

**Харків. ХНЕУ ім. С. Кузнеця, 2016**

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*Самостійне електронне текстове мережне видання*

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The thematic plan of the academic discipline and its contents after the modules and themes are given. Plans of lectures, practical studies and seminars, materials to consolidate knowledge (tasks for independent work, control questions), criteria for students' knowledge evaluation and professional competences which a student should have after studying the academic discipline are suggested.

Recommended for students of subject area 1401 "Services Sector", training direction 6.140103 "Tourism" of all forms of study.

Подано тематичний план навчальної дисципліни та її зміст за модулями й темами. Вміщено плани лекцій, практичних та семінарських занять, матеріали для закріплення знань (завдання для самостійної роботи, контрольні запитання), критерії оцінювання знань студентів, професійні компетентності, якими повинен володіти студент після вивчення дисципліни.

Рекомендовано для студентів галузі знань 1401 "Сфера обслуговування" на пряму підготовки 6.140103 "Туризм" усіх форм навчання.

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## Introduction

National economic development strategies should be based on threats and challenges for a country that come from the environment and are related to the geopolitical state in the relevant world macroregion. The tourism industry reflects the trends in traditional societies and indicates indirectly the sources of possible threats to the economic security of a state long before the manifestation of statutory social indicators; priorities of the state foreign economic policy must also be taken into account in order to prevent structural imbalances in the sector of international trade; state regulation of this process should include monitoring of financial flows of not only manufacturers, but also end consumers; services import regulation, including tourism, and the mechanism of income tax payments by the subjects of tourism activity to the state and local budgets become especially important.

Improvement of theoretical principles and methodology for formulating strategic tourism development programmes at the level of governance should be based on actual performance, because there is a range of issues today aimed at the reduction of destructive foreign trade imbalances. Most studies of the industry, including the analysis of the tourism sector, use standard methods although the scope of non-material production (services) often requires specific approaches and knowledge of the operation of enterprises engaged in such activities, which is indispensable to the proper interpretation of the results of calculations.

Identification of the priority principles of the strategic industry development, main areas of the targeted use of available resources, selection and support of key competitive advantages are impossible today without practical tools of statistical assessments and development of econometric models based on them.

The academic discipline "Statistics of International Tourism" is an optional one and is taught according to the curriculum of the bachelor academic degree of training direction 6.140103 "Tourism" for full-time and distance learning.

# 1. Description of the academic discipline

Names of indicators	Subject area, training direction, educational degree	Academic discipline features	
Number of credits: 3 for full-time learning; 9 for distance learning	Subject area: 1401 "Services Sector"	full-time learning	distance learning
2 thematic modules	Training direction: 6.140103 "Tourism"	Optional	
Total number of hours: 150 for full-time learning; 270 for distance learning		Academic year	
		3rd	4th
		Semester	
		5th	7th – 8th
Hours per week for the full- time learning: 3 classes hours; 5 hours for individual work	Academic degree: bachelor	Lectures	
		16 hours	16 hours
		Practical and seminar studies	
		26 hours	16 hours
		Independent work	
108 hours	238 hours	Assessment: final test	

The ratio of class hours to independent work is:  
39 % for full-time learning,  
13 % for distance learning respectively.

## 2. The goal and objectives of the academic discipline

The **goal** of teaching the academic discipline is to develop knowledge and skills in statistical studies of enterprises, institutions and organisations in tourism, as well as evaluation of the national tourism industry compared to other countries.

To achieve the goal the following **tasks** are set:

mastering the basic principles of gathering and processing of statistical information in the field of tourism based on the methodology applied by specialised international organisations;

acquiring the skills in independent analysis and planning of activities of the national tourism industry taking into account global trends of economic development.

**"Statistics of International Tourism"** is an academic discipline that studies the tools of economic evaluation and decision-making based on the assessment of the current state and forecasting trends in the production development and distribution of tourism products in the global economy.

**The object** of the academic discipline is the global market of tourism services.

**The subject** of the academic discipline is the process of working out national strategies for the tourism industry development in consideration of global trends.

A student starts the study of the academic discipline having listened to the arts and professional academic disciplines. The following academic disciplines make the theoretical and methodological basis of the given discipline: "Informatics," "Higher and Applied Mathematics", "Fundamentals of Tourism Business", "Statistics", "Economics of Recreation and Tourism", "World Economy and International Economic Relations". In turn, knowledge of the academic discipline ensures the successful comprehension of such academic disciplines as: "Organization of Tourist Trips", "Management of International Tourism", "Management of the Competitiveness of the Tourism Industry Enterprises", training courses "Organization of Data Search", "Modelling of Social Economic Processes" as well as writing term papers, research projects, bachelor diploma thesis.

Students receive the necessary knowledge during lectures and practical tasks in the process of learning. The most difficult issues are submitted for review and discussion at the seminars. Independent work of students is also of great importance for studying and consolidating knowledge.

For the completion of the course of studies, the student should

***know:***

the methodology and main indicators for assessing international and domestic tourist flows;

the principles of accounting transactions in the tourism sector;

the theoretical approaches to determining the position of the national economy in the global market based on measurable indicators;

the theoretical background of building intersectoral and interregional balances;

the methods of assessing the tourism potential taking into account the existing and future recreational resources;

the peculiarities of the use of financial instruments to ensure the creation, sale and consumption of tourist products;

the governance aspects of the regional tourism development within the framework of the national economy and identification of the country's needs in the global market;

the main groups of statistical and econometric methods used to assess the current state and prospects of the tourism industry;

***be able to:***

analyse tourism activities in any country of the world using international data banks;

determine the country's position in the global tourism market based on macroeconomic indicators;

aggregate individual performance and build their own rankings of competitiveness of the tourism industry;

explore the impact of other sectors of the national economy and policies of the country in other areas of the tourism sphere;

develop plans for statistical surveys;

determine the best plan for the use of regional recreational resources;

build the structure of a database containing tourism resources of the country;

assess the economic effect and efficiency of export-import operations in the field of tourism;

identify the sources of imbalances in the tourism industry functioning;

specify the industries providing support for the creation of tourist products and find mutual dependence between branches of a national economy;

choose and recommend for usage the elements of a country's financial infrastructure;

develop the procedure of estimation of gross revenues and expenditures in the process of individual trips;

substantiate the choice of certain econometric methods and models in assessing the prospects of tourism development of a country.

The process of teaching focuses on a student's acquisition of professional competences listed in Table 2.1 and Annex A.

Table 2.1

**Professional competences that students have  
after studying the academic discipline**

Competence code	Competence name	Competence constituents
DCP	Data collection and processing	Identification of a list of statistical data needed to analyse and evaluate the current and prospective state in the international tourism market
		Understanding the methodology of collecting and processing of the raw data and materials of official reports of business entities that are used by leading research organisations in Ukraine and abroad
		Formation of skills to build causal links between socio-demographic characteristics of the country and demand for tourist services
		Understanding the relationships between indicators of different industries, the effect of cooperation between enterprises at the stage of intermediate consumption, the definition of interdependence between the sectors and regions of the country
TFM	Tourist flows management	The ability to conduct classification of recreational facilities on the basis of the developed standards, to link requirements to the organisation of different types of tourism with the existing potential of a region
		The ability to analyse the financial flows within the tourism industry at the level of regional economic systems, national and global economies; to choose financial instruments ensuring the quality of tourist services
		The ability to ground the strategy of tourism development at the level of administrative units, skills to develop measures to enhance the domestic tourism market in Ukraine
		Knowledge of the basic methods of econometric analysis, the ability to set tasks to experts in mathematical programming and state requirements to outbound results

### **3. The contents of the academic discipline**

#### **Content module 1**

#### **Methods of collecting and processing statistical data in the field of tourism**

##### **Theme 1. The system of tourism activity indicators**

###### *1.1. Classification of the main indicators of the tourism industry.*

The structure of the total tourist flow of a country (inbound, outbound, domestic tourism) and its distribution by categories. Defining the main directions of the state policy in the field of tourism, taking into account tourism flows patterns. The capacity of the internal market.

###### *1.2. Modern trends in the global and domestic tourist market.*

The position of tourism among other sectors of the world economy. The indicators considered in the calculation of export-import operations in tourism. Specialisation of countries by the type of tourism destinations and tourism flows. The rating of Ukraine by major indicators of tourism activity.

###### *1.3. The problem of international comparisons.*

Distribution and coverage of countries by macroregions in accordance with the practice of international organisations. The differences in the calculation of total values. Indexing methods. Artificial indexes. Factors that render it impossible to compare the objects of observation.

##### **Theme 2. Organisation and methodology of keeping records of transactions in the field of tourism**

###### *2.1. Registering of tourism activities at the meso-level.*

Classification of services and the transactions accounting methodology in the sector of non-material production. The economic territory concept. The modalities through which services may be supplied according to the GATS. Guidance on services accounting by the International Monetary Fund (IMF), the United Nations Conference on Trade and Development (UNCTAD), Eurostat, the Organisation for Economic Cooperation and Development (OECD), the World Trade Organization (WTO).

The main provisions of International recommendations on tourism statistics 2008. The international tourism flows assessment methodology applied



by the World Travel and Tourism Council (WTTC) and the World Tourism Organization (UNWTO).

*2.2. Keeping records of tourism activities at the level of a national economy.*

Tasks and powers of tourism development governmental institutions in Ukraine. Certification and licensing of certain economic activities as a part of the transactions accounting in the national market. State classifiers. Key provisions of the method of calculating the volume of tourism activity. The role of mandatory reporting forms in the database formation.

*2.3. Organisation of selective statistical observations.*

The principles of detailing the indicators. The task of collecting primary data from subjects of the tourism market. The study of expectations and the level of satisfaction with the tourist product through surveys. Experience of observations in leading tourism countries.

### **Theme 3. Mutual dependence between the indicators measuring the socio-economic state of a country and the tourism industry performance**

*3.1. General characteristic of national economies according to the international practice.*

The distribution of the world countries by the level of economic development. Global rating systems. Positioning and the increase of a country's tourist attractiveness through participation in international programmes. Using the economic, social, demographic, environmental, technological and other sets of indicators in the evaluation of tourism competitiveness.

*3.2. Methods of grouping the countries in terms of tourism development.*

Prioritisation of the tourism industry to the national economy. Tourist infrastructure evaluation. Contribution of related industries in the formation of the tourist product. Global tourism centres.

*3.3. Measuring the tourist market transactions within the system of national accounts.*

The principles of recording the tourism revenue and expenditure in the balance of payments. The main provisions of the System of National Accounts 2008. Definition of travel items. The contribution of the tourism industry into the GDP, GNP of a country and the formation of international assets.

## **Theme 4. Principles of interregional and intersectoral balances scheme**

*4.1. The concept and structure features of interregional and intersectoral balances.*

Primary (direct), secondary (indirect) and tertiary (induced) impact of tourism on the state of a national economy. The structure of the input-output balance. Assessment of the tourism activity intensity at the stages of intermediate and final consumption. The structure of interregional balance. The balance of financial flows.

*4.2. Collection and processing of statistical information by local authorities.*

The typical structure of mandatory reporting forms. The grouping of enterprises by the type of economic activity. Territorial and sectoral principles of the revenues and expenses distribution. Substantiation for tourism infrastructure financing from the state funds and local budgets.

*4.3. The concept of a unified data bank based on reporting entities.*

Problems of seasonal fluctuations accounting. Fixing the services provided to residents and non-residents. Avoiding divergence between the actual location and registration. Prospects for the online monitoring of the tourism market. Confidentiality of private data.

## **Content module 2**

### **Managing the tourism industry development on the basis of statistical studies**

#### **Theme 5. Basic approaches to the systematisation of recreational resources**

*5.1. Classification of tourism types and recreational objects.*

Classification of tourism by the degree of significance. Classification of tourism adopted in the scientific literature and practice of travel companies, in the Law of Ukraine "On Tourism". The concept and types of recreational resources. Natural, anthropogenic and mixed sites of tourist interest. The task of creating a unified classification system in order to provide existing and prospective accounting of recreational resources.

*5.2. Cadastres as a tool to systematise the country's resources.*

Cadastres as part of the strategic planning of the industry. The system of national and regional cadastres in Ukraine. Regulatory protection of recreational resources from misuse.

### *5.3. Recreational resources database design.*

Methods of codification of objects. Principles of multilevel characteristics of the object by the access levels for governments and end-users. The GIS technology implementation in tourism activities.

## **Theme 6. Financial flows accounting in the tourism industry**

*6.1. Evaluation of the structure and dynamics of accounts between subjects of tourism activity.*

Insurance, banking and other financial services in the tourism business. International payments provision. Regulation and restrictions on foreign currency transactions. Evaluation of the interdependence of industries at the stage of intermediate consumption. Definition and practical implementation of satellite accounts.

*6.2. Evaluation of the structure and dynamics of individual payments while travelling.*

Assessment of the financial system of a country. Instruments of payment classification. The practice of refunding the value added tax and other payments to non-residents. Problems of accounting of individual consumer spending of travellers. The use of electronic payment systems.

## **Theme 7. The tourism activity regulation at the regional level**

*7.1. Rating of the regions of Ukraine by the value of tourism activity.*

The state of the tourism infrastructure in the regions of Ukraine. Quantitative distribution of tourist activities and recreational resources. Cost performance of tourism. Methods of identifying imbalances within the industry.

*7.2. Organisation of regional studies.*

Differences in the purposes and powers of national, regional and local economic management authorities. Methods of grouping the objects of observation by the differences of socio-economic development of the administrative units. Peculiarities of statistical studies of tourist flows in cities.

*7.3. Methods of the inter-regional differentiation assessment.*

Funding of tourism. The task of the state transfers distribution. The main provisions of evaluation methods of interregional and intraregional differentiation of socio-economic development in Ukraine.

## **Theme 8. Introduction to statistical modelling and forecasting**

*8.1. The task of the tourism activity regulation at different levels of governance.*

Tourism development programmes substantiation. Forecasting resource requirements of other industries using the data on tourist flows. Basics

of the theory of risk management. Types of risks in the tourism activity. Ensuring the respond system to the most likely risky situations and calculation of the cost of its support.

8.2. Review of the main groups of methods of statistical modelling and forecasting.

The task of a retrospective analysis. Assessment of the state and dynamics. Analysis of seasonal fluctuations. Index models. The analysis of expert opinion. Regression models. Factor and discriminant analysis. Cluster analysis. Principles of simulation. Static and dynamic forecast models.

## 4. The structure of the academic discipline

From the beginning of studying the academic discipline every student ought to be acquainted with the curriculum 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 professional competences assessment.

The process of learning consists in consecutive and detailed working on the educational modules. The educational module is a relatively independent block of a discipline which logically combines several elements of the academic discipline by the content and relationships. The plan of themes of the discipline includes two modules (Table 4.1).

Table 4.1

### The structure of a test credit of the academic discipline

Theme	Hours							
	full-time learning				distance learning			
	total	including			total	including		
		lectures	practical, seminar studies	independent work		lectures	practical, seminar studies	independent work
1	2	2	4	5	6	7	8	9
<b>Content module 1. Methods of collecting and processing statistical data in the field of tourism</b>								
<i>Theme 1. The system of tourism activity indicators</i>	15	2	2	11	34	2	2	30

Table 4.1 (the end)

1	2	2	4	5	6	7	8	9
<i>Theme 2. Organisation and methodology of keeping records of transactions in the field of tourism</i>	15	2	2	11	34	2	2	30
<i>Theme 3. Mutual dependence between the indicators measuring the socio-economic state of a country and the tourism industry performance</i>	15	2	2	11	34	2	2	30
<i>Theme 4. Principles of interregional and intersectoral balances scheme</i>	29	2	6	21	33	2	2	29
<b>Total hours for Module 1</b>	<b>74</b>	<b>8</b>	<b>12</b>	<b>54</b>	<b>135</b>	<b>8</b>	<b>8</b>	<b>119</b>
<b>Content module 2. Managing the tourism industry development on the basis of statistical studies</b>								
<i>Theme 5. Basic approaches to the systematisation of recreational resources</i>	18	2	2	14	34	2	2	30
<i>Theme 6. Financial flows accounting in the tourism industry</i>	20	2	4	14	34	2	2	30
<i>Theme 7. The tourism activity regulation at the regional level</i>	20	2	4	14	34	2	2	30
<i>Theme 8. Introduction to statistical modelling and forecasting</i>	18	2	4	12	33	2	2	29
<b>Total hours for Module 2</b>	<b>76</b>	<b>8</b>	<b>14</b>	<b>54</b>	<b>135</b>	<b>8</b>	<b>8</b>	<b>119</b>
<b>Sum total</b>	<b>150</b>	<b>16</b>	<b>26</b>	<b>108</b>	<b>270</b>	<b>16</b>	<b>16</b>	<b>238</b>

## 5. The plan of seminars

**A seminar study** is the form of lesson at which a teacher organises a discussion on previously chosen topics for which students prepare theses of reports. A teacher estimates students' presentations and reports covering the points set (Table 5.1), their speeches, activity in discussions, abilities to form and assert their own positions and so on during every seminar.

Final assessments for every seminar are put in the register. Seminar marks are taken into account when accumulating the final score of this discipline.

Table 5.1

### The list of seminar themes

Theme	Questions	Hours	Reading
1	2	3	4
<i>Theme 2. Organisation and methodology of keeping records of transactions in the field of tourism</i>	<p><i>The topic of the seminar "The tourism activity research in the global economy":</i></p> <ol style="list-style-type: none"> <li>1. Trends in international tourism.</li> <li>2. Problems of statistical comparisons of the data received from international organisations.</li> <li>3. Methods of tourism analysis in Ukraine.</li> <li>4. Experience of leading countries in the tourism industry of sample observations and identification of consumer needs</li> </ol>	2	<p>Main: [1; 3 – 5; 10 – 11].</p> <p>Additional: [24; 26; 33 – 35; 38 – 39]</p>
<i>Theme 5. Basic approaches to the systematisation of recreational resources</i>	<p><i>The topic of the seminar "The design project of a single database of recreational resources of the country":</i></p> <ol style="list-style-type: none"> <li>1. The variety of approaches to the classification of tourism types.</li> <li>2. Types of recreational resources.</li> <li>3. The design of a unified database of recreational resources.</li> <li>4. Functions of cadastres in normative regulation.</li> <li>5. GIS technologies in mapping</li> </ol>	2	<p>Main: [5; 9].</p> <p>Additional: [18 – 19; 25; 32; 45]</p>
<i>Theme 6. Financial flows accounting in the tourism industry</i>	<p><i>The topic of the seminar "Financial transactions in the tourism activity":</i></p> <ol style="list-style-type: none"> <li>1. Reallocation of capital as a result of multinational companies activity in the field of tourism.</li> <li>2. Description of the satellite accounts system.</li> <li>3. Aspects of economic security for the large volumes of transactions in the international market</li> </ol>	2	<p>Main: [1; 3; 7].</p> <p>Additional: [16; 22; 27 – 28; 37; 43; 46 – 47]</p>
	<p><i>The topic of the seminar "Individual financial transactions":</i></p> <ol style="list-style-type: none"> <li>1. Financial transactions in the tourism activity.</li> <li>2. The practice of private non-cash payments in the travel field.</li> <li>3. Personal instruments of payment.</li> <li>4. The procedure of the VAT refunds to individual consumers. An example of the Global Blue system</li> </ol>	2	<p>Main: [1; 3; 7].</p> <p>Additional: [16; 22; 27 – 28; 37; 43; 46 – 47]</p>

Table 5.1 (the end)

1	2	3	4
<i>Theme 7. The tourism activity regulation at the regional level</i>	<p><i>The topic of the seminar "Information support of the regional tourism development management":</i></p> <ol style="list-style-type: none"> <li>1. Implementation of a state tourism development strategy at the regional level based on an analysis of aggregated statistical indicators.</li> <li>2. Methods of assessing inter-regional differentiation.</li> <li>3. Methods of regional strategies grounding based on statistical data.</li> <li>4. The peculiarities of tourist flows estimation in large cities</li> </ol>	2	<p>Main: [2; 8].</p> <p>Additional: [16; 27 – 28; 30 – 31; 36]</p>
<i>Theme 8. Introduction to statistical modelling and forecasting</i>	<p><i>The topic of the seminar "Econometric studies in tourism":</i></p> <ol style="list-style-type: none"> <li>1. The specifics of setting goals for econometric researches.</li> <li>2. The classification of methods of state and dynamics analysis of economic processes.</li> <li>3. The classification of forecast methods</li> </ol>	2	<p>Main: [6; 7].</p> <p>Additional: [13 – 14; 20; 27]</p>
<b>Total hours</b>		<b>12</b>	<b>–</b>

## 6. The plan of practical studies

A practical study is the form of lesson during which a teacher organises a detailed consideration of certain theoretical fundamentals of the academic discipline and forms abilities and skills in practical application of them through carrying out individual tasks offered to students.

A practical study is carried out with the help of preliminary prepared methodical materials – tests for assessment of the theoretical knowledge, a set of practical problems of various levels of sophistication. A practical lesson includes the preliminary control of students' learning, abilities and skills, raising a general point by the teacher and discussing it with the participation of students, solving and estimation of control problems (Table 6.1).

Table 6.1

### The list of themes for practical studies

Theme	Questions	Hours	Reading
1	2	3	4
<i>Content module 1.</i> Methods of collecting and processing statistical data in the field of tourism	<i>Task 1.</i> Building the research intelligent map (selection of a country and type of tourism by variants, proving the "branches" (directions) of analysis, definition of the needed indicators, selection of the list of statistical data)	2	Main: [1; 3; 5; 9]. Additional: [40 – 50]
	<i>Task 2.</i> Determination of the global market leaders by the key tourism indicators	1	Main: [1; 3; 5; 9]. Additional: [40 – 50]
	<i>Task 3.</i> Ranking Ukraine among the countries of Europe and the world by selected indicators of the tourism activity using the databases of the World Travel and Tourism Council, the UNWTO, the World Bank, the Organisation for Economic Cooperation and Development, Eurostat	1	Main: [1 – 3; 5]. Additional: [33; 38 – 39; 42 – 50]
	<i>Task 4.</i> Analysis of macroregional indicators of a country (general economic, social, demographic et al.) compared with four optional countries. Assessment of the tourism industry current state	2	Main: [5; 7]. Additional: [12; 15; 17; 21 – 23; 29; 42 – 50]
	<i>Task 5.</i> Analysis of world development indicators of a chosen direction (optionally – an object, type of tourism, etc.). Prospects for its tourist attractiveness	2	Main: [5; 7]. Additional: [12; 15; 17; 21 – 23; 29; 42 – 50]
	<i>Task 6.</i> Grouping of the regions of Ukraine by recreational potential. Definition of the imbalances in tourism development	1	Main: [5; 7]. Additional: [12; 15; 17; 21 – 23; 29; 45]
	Writing the module test	1	



Table 6.1 (the end)

1	2	3	4
<i>Content module 2.</i> Managing the tourism industry development	<i>Task 7.</i> Defining Ukraine's position in the global and regional tourism market, analysis of key industry indicators within geographical country groups	1	Main: [2; 8]. Additional: [16; 27 – 28; 30 – 31; 36; 42 – 50]
on the basis of statistical studies	<i>Task 8.</i> The assessment of international financial transactions in the tourism field in Ukraine	1	Main: [1; 3; 7]. Additional: [16; 22; 27 – 28; 37; 42 – 50]
	<i>Task 9.</i> Prospects of implementation of the studied tourism project in Ukraine and in the selected country. Substantiation of the strategy of cooperation between Ukraine and the country surveyed in the field of international tourism	1	Main: [2; 8]. Additional: [16; 27 – 28; 30 – 31; 36; 42 – 50]
	Writing the module test	1	
<b>Total hours</b>		<b>14</b>	<b>–</b>

## 6.1. Examples of typical practical tasks by themes

### Content module 1

#### Methods of collecting and processing statistical data in the field of tourism

##### Theme 1. The system of tourism activity indicators

Determine the peculiarities of the tourism industry and the formation of tourist flows based on the indicators for selected Latin American countries (Tables 6.2 – 6.7).

*Level 1.* Describe the dynamics of tourism activities separately for each country. Explain why the majority of represented indicators are most commonly used in the practice of international comparisons.

*Level 2.* Perform additional calculations and ratios to investigate the structure and dynamics of tourist flows in represented countries in terms of cost parameters. Give the examples of analytical presentation of the results by tourism categories.

*Level 3.* Group the represented countries based on the data available and those calculated in the previous task. Explain the classification criteria used to identify common characteristics of each group.

Table 6.2

### Direct contribution of travel & tourism to GDP

Country	Indicators	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
<b>Argentina</b>	US\$ bn (nominal)	10.78	12.70	15.59	17.85	15.96	19.00	21.31	23.12	23.37	20.56
	Percentage of GDP	4.88	4.83	4.74	4.42	4.24	4.12	3.81	3.80	3.76	3.84
<b>Brazil</b>	US\$ bn (nominal)	34.27	41.37	45.64	53.32	55.18	68.41	79.91	76.76	77.46	77.37
	Percentage of GDP	3.89	3.80	3.34	3.23	3.40	3.19	3.23	3.42	3.45	3.55
<b>Chile</b>	US\$ bn (nominal)	3.77	4.40	4.95	5.12	5.15	5.76	7.24	8.11	8.67	8.31
	Percentage of GDP	3.07	2.85	2.86	2.85	2.99	2.65	2.89	3.05	3.13	3.23
<b>Mexico</b>	US\$ bn (nominal)	61.34	66.66	70.66	73.21	60.51	69.78	75.37	77.44	83.63	86.75
	Percentage of GDP	7.08	6.90	6.78	6.67	6.76	6.64	6.45	6.52	6.62	6.78
<b>Uruguay</b>	US\$ bn (nominal)	0.63	0.65	0.82	0.98	1.13	1.34	1.77	1.67	1.66	1.58
	Percentage of GDP	3.65	3.33	3.50	3.23	3.70	3.44	3.74	3.33	2.98	2.87

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Table 6.3

### Direct contribution of travel & tourism to employment

Country	Indicators	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
<b>Argentina</b>	Thousands of jobs	696.4	720.2	727.2	687.5	663.6	662.5	637.3	650.7	652.4	628.4
	Percentage share	4.4	4.4	4.4	4.1	3.9	3.9	3.6	3.7	3.7	3.6
<b>Brazil</b>	Thousands of jobs	2 792.5	2 780.0	2 504.8	2 480.2	2 636.0	2 617.6	2 722.9	2 955.2	3 032.4	3 140.7
	Percentage share	3.3	3.2	2.8	2.7	2.8	2.7	2.8	3.0	3.0	3.1
<b>Chile</b>	Thousands of jobs	189.4	181.9	188.5	194.3	205.7	196.9	213.9	226.9	241.1	253.0
	Percentage share	3.1	2.9	2.9	2.9	3.1	2.8	2.9	3.0	3.1	3.2
<b>Mexico</b>	Thousands of jobs	3 633.3	3 665.9	3 611.4	3 642.3	3 448.0	3 464.9	3 441.7	3 478.6	3 552.7	3 692.4
	Percentage share	8.7	8.5	8.2	8.1	7.6	7.5	7.3	7.1	7.2	7.4
<b>Uruguay</b>	Thousands of jobs	47.2	43.5	47.6	44.9	52.2	49.2	57.6	52.1	47.0	46.0
	Percentage share	3.4	3.0	3.2	2.9	3.3	3.1	3.6	3.2	2.9	2.8

Table 6.4

### Investment (capital investment) in the tourism industry

Country	Indicators	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
<b>Argentina</b>	US\$ bn (real prices)	3.85	5.26	6.35	6.70	5.80	5.62	6.20	6.16	6.27	6.32
	US\$ bn (nominal prices)	2.40	3.60	5.03	6.33	5.11	5.55	6.80	7.26	7.26	6.32
	Percentage of exports	5.92	6.92	7.56	7.92	7.73	6.69	6.59	6.97	6.88	6.97
	Percentage growth	32.86	36.93	20.53	5.61	-13.41	-3.18	10.34	-0.63	1.85	0.69
<b>Brazil</b>	US\$ bn (real prices)	19.45	21.42	23.30	24.65	20.47	21.24	21.24	21.21	23.18	25.32
	US\$ bn (nominal prices)	10.40	13.60	17.50	21.30	17.40	22.18	24.94	22.39	23.86	25.32
	Percentage of exports	7.40	7.60	7.34	6.74	5.94	5.32	5.23	5.48	5.84	6.81
	Percentage growth	6.61	10.11	8.77	5.79	-16.93	3.72	-0.01	-0.13	9.30	9.22
<b>Chile</b>	US\$ bn (real prices)	1.53	1.73	2.63	4.05	3.74	4.07	4.68	4.53	5.29	5.68
	US\$ bn (nominal prices)	1.04	1.39	2.25	3.49	3.12	4.05	5.09	4.96	5.77	5.68
	Percentage of exports	3.93	4.66	6.49	7.89	8.30	8.84	9.10	7.79	8.80	10.03
	Percentage growth	16.40	12.49	52.20	54.33	-7.66	8.79	15.01	-3.27	16.71	7.41
<b>Mexico</b>	US\$ bn (real prices)	5.41	5.21	4.97	4.95	6.03	6.68	6.90	7.05	7.67	8.01
	US\$ bn (nominal prices)	4.51	4.62	4.61	4.78	4.97	6.15	6.79	6.79	7.74	8.01
	Percentage of exports	2.45	2.18	1.99	1.89	2.47	2.77	2.67	2.56	2.90	2.99
	Percentage growth	70.62	-3.66	-4.69	-0.31	21.81	10.80	3.20	2.16	8.89	4.42
<b>Uruguay</b>	US\$ bn (real prices)	0.36	0.45	0.46	0.79	0.76	0.71	0.78	0.85	0.86	0.92
	US\$ bn (nominal prices)	0.18	0.24	0.28	0.58	0.54	0.60	0.74	0.84	0.90	0.92
	Percentage of exports	6.30	6.75	6.44	9.34	8.96	7.82	8.15	7.38	7.04	7.32
	Percentage growth	26.71	22.91	3.53	72.04	-4.79	-5.64	8.82	9.95	0.82	7.40

Table 6.5

### Visitor exports (foreign spending)

Country	Indicators	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
<b>Argentina</b>	US\$ bn (2014 real prices)	5.15	5.70	6.29	5.61	5.08	5.70	5.52	4.79	4.37	5.26
	US\$ bn (nominal prices)	3.21	3.90	4.98	5.30	4.48	5.63	6.06	5.64	5.05	5.26
	Percentage of exports	6.95	7.26	7.63	6.59	6.83	6.97	6.12	5.92	5.71	6.65
	Percentage growth	8.50	10.68	10.30	-10.82	-9.34	12.14	-3.11	-13.33	-8.80	20.43
<b>Brazil</b>	US\$ bn (2014 real prices)	7.78	7.19	7.02	7.06	6.62	5.66	5.76	6.46	6.74	7.25
	US\$ bn (nominal prices)	4.16	4.57	5.27	6.10	5.63	5.91	6.77	6.83	6.94	7.25
	Percentage of exports	3.12	2.92	2.89	2.70	3.16	2.54	2.30	2.41	2.46	2.67
	Percentage growth	-4.50	-7.58	-2.43	0.53	-6.19	-14.43	1.72	12.20	4.33	7.45
<b>Chile</b>	US\$ bn (2014 real prices)	2.43	2.31	2.55	2.89	2.76	2.37	2.51	2.82	2.89	3.10
	US\$ bn (nominal prices)	1.65	1.86	2.18	2.49	2.30	2.36	2.73	3.08	3.15	3.10
	Percentage of exports	3.33	2.74	2.79	3.34	3.60	2.85	2.86	3.38	3.49	3.52
	Percentage growth	-8.10	-5.31	10.62	13.36	-4.37	-14.27	5.94	12.29	2.33	7.32
<b>Mexico</b>	US\$ bn (2014 real prices)	15.27	14.98	15.11	15.19	15.19	13.68	12.63	13.77	14.13	16.44
	US\$ bn (nominal prices)	12.75	13.28	14.02	14.68	12.51	12.60	12.42	13.27	14.25	16.44
	Percentage of exports	5.54	4.99	4.85	4.79	5.13	4.01	3.40	3.42	3.56	3.93
	Percentage growth	1.13	-1.90	0.89	0.50	-0.03	-9.89	-7.73	9.04	2.63	16.34
<b>Uruguay</b>	US\$ bn (2014 real prices)	1.40	1.32	1.53	1.63	2.03	1.97	2.50	2.27	1.93	1.85
	US\$ bn (nominal prices)	0.70	0.71	0.93	1.20	1.46	1.67	2.40	2.22	2.01	1.85
	Percentage of exports	13.25	11.99	13.63	13.03	17.02	15.76	18.92	16.65	15.05	13.13
	Percentage growth	0.24	-6.16	16.29	6.44	24.58	-2.88	27.12	-9.49	-15.01	-3.82

Table 6.6

### Outbound travel & tourism expenditure

Country	Indicators	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
<b>Argentina</b>	US\$ bn (2014 real prices)	5.51	5.71	6.19	6.14	6.36	6.28	6.66	6.89	6.95	7.19
	US\$ bn (nominal prices)	3.43	3.91	4.91	5.80	5.60	6.20	7.31	8.11	8.04	7.19
	Percentage of imports	9.77	9.44	9.12	8.54	11.29	8.93	8.14	9.56	8.89	8.84
	Percentage growth	-0.24	3.74	8.37	-0.82	3.67	-1.36	6.09	3.44	0.91	3.49
<b>Brazil</b>	US\$ bn (2014 real prices)	10.87	11.64	13.75	15.31	15.12	18.23	21.05	24.46	28.11	29.78
	US\$ bn (nominal prices)	5.81	7.39	10.33	13.23	12.85	19.04	24.72	25.82	28.94	29.78
	Percentage of imports	5.72	5.92	6.38	5.94	7.11	7.47	7.92	8.19	8.57	8.87
	Percentage growth	22.66	7.03	18.16	11.32	-1.23	20.61	15.45	16.17	14.94	5.95
<b>Chile</b>	US\$ bn (2014 real prices)	1.76	1.73	2.12	1.88	1.63	1.65	1.72	2.02	2.12	2.42
	US\$ bn (nominal prices)	1.19	1.39	1.81	1.61	1.36	1.64	1.87	2.21	2.32	2.42
	Percentage of imports	3.06	3.05	3.30	2.28	2.66	2.38	2.14	2.43	2.54	2.89
	Percentage growth	-7.00	-1.97	22.56	-11.44	-13.08	1.39	4.08	17.57	4.89	14.22
<b>Mexico</b>	US\$ bn (2014 real prices)	10.67	10.55	10.64	10.56	10.54	9.75	9.78	10.99	11.75	12.66
	US\$ bn (nominal prices)	8.91	9.35	9.87	10.21	8.68	8.97	9.62	10.60	11.85	12.66
	Percentage of imports	3.67	3.36	3.23	3.08	3.38	2.75	2.54	2.64	2.89	2.95
	Percentage growth	2.17	-1.18	0.89	-0.74	-0.22	-7.51	0.32	12.40	6.88	7.81
<b>Uruguay</b>	US\$ bn (2014 real prices)	0.58	0.50	0.53	0.57	0.55	0.59	0.78	1.02	1.34	1.59
	US\$ bn (nominal prices)	0.29	0.27	0.32	0.42	0.40	0.50	0.75	1.00	1.40	1.59
	Percentage of imports	5.88	4.39	4.53	3.93	4.80	4.87	5.78	6.62	9.23	10.16
	Percentage growth	4.41	-13.59	4.74	8.05	-2.89	6.10	32.76	30.61	31.90	18.31

Table 6.7

## Domestic tourism spending

Country	Indicators	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
<b>Argentina</b>	US\$ bn (2014 real prices)	25.86	27.58	29.06	28.46	27.43	28.90	29.54	30.68	32.21	32.02
	US\$ bn (nominal prices)	16.12	18.87	23.04	26.88	24.15	28.54	32.42	36.14	37.29	32.02
	Percentage share	7.26	7.15	6.96	6.62	6.37	6.14	5.76	5.90	5.95	5.93
	Percentage growth	29.51	6.63	5.33	-2.09	-3.74	5.36	2.11	3.82	4.95	-0.57
<b>Brazil</b>	US\$ bn (2014 real prices)	104.33	107.29	99.89	102.69	107.04	109.81	115.04	122.77	127.30	130.26
	US\$ bn (nominal prices)	55.78	68.12	75.03	88.74	90.97	114.66	135.10	129.64	131.05	130.26
	Percentage share	6.25	6.18	5.42	5.30	5.53	5.28	5.39	5.69	5.76	5.89
	Percentage growth	-6.62	2.82	-7.06	2.78	4.23	2.52	4.82	6.75	3.66	2.33
<b>Chile</b>	US\$ bn (2014 real prices)	9.56	9.64	10.28	10.88	10.41	10.27	12.23	13.43	14.25	14.67
	US\$ bn (nominal prices)	6.48	7.76	8.80	9.36	8.67	10.21	13.29	14.69	15.56	14.67
	Percentage share	5.21	4.97	5.03	5.16	4.97	4.64	5.23	5.45	5.55	5.63
	Percentage growth	12.63	0.84	6.58	5.77	-4.52	-1.39	19.33	9.86	6.07	2.93
<b>Mexico</b>	US\$ bn (2014 real prices)	105.53	109.49	110.92	112.55	105.71	111.30	116.96	121.96	126.09	130.18
	US\$ bn (nominal prices)	88.07	97.03	102.90	108.75	87.11	102.48	115.08	117.57	127.14	130.18
	Percentage share	10.11	9.99	9.81	9.84	9.66	9.68	9.78	9.83	9.99	10.09
	Percentage growth	2.43	3.75	1.28	1.45	-6.15	5.31	5.09	4.26	3.38	3.25
<b>Uruguay</b>	US\$ bn (2014 real prices)	1.19	1.25	1.26	1.29	1.17	1.22	1.24	1.23	1.30	1.38
	US\$ bn (nominal prices)	0.59	0.68	0.76	0.95	0.85	1.04	1.19	1.20	1.36	1.38
	Percentage share	3.34	3.39	3.18	3.05	2.69	2.58	2.43	2.31	2.35	2.42
	Percentage growth	-4.04	5.59	-0.02	2.79	-9.78	4.12	0.84	-1.16	6.15	6.27

## **Module 2**

### **Managing the tourism industry development on the basis of statistical studies**

#### **Theme 7. The tourism activity regulation at the regional level**

Define the peculiarities of the hotel industry in Ukraine based on the indicators of collective accommodations ("K3P" in Ukrainian) (Table 6.8).

*Level 1.* Provide a description of the changes that occurred in the number and capacity of accommodations.

*Level 2.* Explain the distribution of the represented collective accommodations performance indicators by their business form.

*Level 3.* Calculate the corresponding figures for other regions of Ukraine (optionally) including the data of the last reporting period.

### **7. Independent work**

**Independent work of a student (IWS)** is a form of the educational process in which a student performs the scheduled tasks independently under the methodical guidance of a teacher.

**The purpose of the IWS** is mastering the full curriculum and forming students' general and professional competences that play a significant role in the future professional qualifications of the top-level specialist.

The time allotted for individual work of full-time students is determined by the curriculum and makes 72 % (108 hours) of the total time allocated for studying the academic discipline (150 hours). The student should become an active participant in the learning process while executing individual work, learn to develop a conscious attitude to mastering the theoretical and practical knowledge, navigate freely in the information area, bear individual responsibility for the quality of his/her training.

IWS includes learning lecture materials; studying the recommended literature, basic terms and concepts of the discipline themes; preparation for practical training and seminars; preparing for presentations at seminars; in-depth learning of lectures on particular topics or issues; doing individual assignments (resolving individual and complex computational tasks) for the studied topic; writing essays on given issues; search (selection) and review of the literary sources on the given problems of the academic discipline; analytical review of scientific publications; control of the students' personal knowledge with questions for self-control; preparation for test papers and other forms of current control, the module test (colloquium); systematisation of the materials studied.

Table 6.8

### The evolution of collective accommodations by the regions of Ukraine, 2011 – 2013

Year	Accommodations, units			Bed places, units			Guests, people			Share in total accommodations, %		Share in total bed places, %		Share of guests, %	
	total	including		total	including		total	including		legal entities	individual entrepreneurs	legal entities	individual entrepreneurs	legal entities	individual entrepreneurs
		legal entities	individual entrepreneurs		legal entities	individual entrepreneurs		legal entities	individual entrepreneurs						
<b>Ukraine</b> (the number of bed places and guests in thousands)															
2011	5 882	3 162	2 720	567.3	154.2	413.1	7 426.9	4 656.8	2 770.1	53.8	46.2	27.2	72.8	62.7	37.3
2012	6 041	3 144	2 897	583.4	162.8	420.6	7 887.4	4 983.9	2 903.5	52.0	48.0	27.9	72.1	63.2	36.8
2013	6 411	3 582	2 829	586.6	179.1	407.5	8 303.1	5 467.8	2 835.3	55.9	44.1	30.5	69.5	65.9	34.1
11/13	6 111	3 296	2 815	579	165	414	7 872	5 036	2 836	53.9	46.1	28.6	71.4	64.0	36.0
<b>Vinnitsya oblast</b>															
2011	77	52	25	7 609	7 168	441	114 700	101 822	12 878	67.5	32.5	94.2	5.8	88.8	11.2
2012	90	51	39	7 567	6 879	688	146 359	118 356	28 003	56.7	43.3	90.9	9.1	80.9	19.1
2013	100	49	51	7 649	6 695	954	134 551	100 095	34 456	49.0	51.0	87.5	12.5	74.4	25.6
11/13	89	51	38	7 608	6 914	694	131 870	106 758	25 112	56.9	43.1	90.9	9.1	81.0	19.0
<b>Volyn oblast</b>															
2011	130	103	27	5 954	5 514	440	116 684	111 269	5 415	79.2	20.8	92.6	7.4	95.4	4.6
2012	126	96	30	5 731	5 208	523	101 738	92 443	9 295	76.2	23.8	90.9	9.1	90.9	9.1
2013	150	101	49	6 480	5 636	844	117 939	90 030	27 909	67.3	32.7	87.0	13.0	76.3	23.7
11/13	135	100	35	6 055	5 453	602	112 120	97 914	14 206	73.9	26.1	90.1	9.9	87.3	12.7



An essential element of successful learning is independent work of students with special domestic and foreign economic literature, recommendations of international organisations in the field of tourism accounting, standard acts on state regulation of the tourism industry, statistical data. The main types of independent work, which are offered to the students in order to gain theoretical knowledge of the discipline are listed in Table 7.1.

Table 7.1

**The tasks for independent work of students and forms of control**

Theme	Independent work content	Hours	Forms of control	Reading
1	2	3	4	5
<b>Content module 1</b>				
<b>Methods of collecting and processing statistical data in the field of tourism</b>				
<i>Theme 1.</i> The system of tourism activity indicators	Search, selection and review of the literature on the given theme, performing <i>practical task 1</i> "Building the research intelligent map"	11	Checking homework, presentations (reports on the project chapter)	Main: [1; 3; 5; 9]. Additional: [40 – 50]
<i>Theme 2.</i> Organisation and methodology of keeping record of transactions in the field of tourism	Search, selection and review of the literature on the given theme, performing <i>practical task</i> "The study of tourism in the global economy", preparation for the oral quiz on themes 1 – 2	11	Checking homework, presentations (reports on the project chapter), oral quiz on themes 1 – 2	Main: [1; 3 – 5; 10 – 11]. Additional: [24; 26; 33 – 35; 38 – 39]
<i>Theme 3.</i> Mutual dependence between the indicators measuring the socio-economic state of a country and the tourism industry performance	Search, selection and review of the literature on the given theme, performing <i>practical task 2</i> "Determination of the global market leaders by the key tourism indicators", <i>practical task 3</i> "Ranking Ukraine among the countries of Europe and the world by selected indicators of the tourism activity"	11	Checking homework, presentations (reports on the project chapter)	Main: [1 – 3; 5]. Additional: [33; 38 – 39; 48 – 49]
<i>Theme 4.</i> Principles of interregional and intersectoral balances scheme	Search, selection and review of the literature on the given theme, preparation for the oral quiz on themes 3 – 4, performing <i>practical task 4</i> "Analysis of	16	Checking homework, presentations (reports on the project chapter),	Main: [5; 7]. Additional: [12; 15; 17; 21 – 23; 29]

Table 7.1 (continuation)

1	2	3	4	5
	macroregional indicators of a country", performing <i>practical task 5</i> "Analysis of world development indicators of a chosen direction", <i>practical task 6</i> "Grouping of the regions of Ukraine by recreational potential. Definition of the imbalances in tourism development"		an oral quiz on themes 3 – 4	
Preparation for the control module test		5	Preparation for writing the control module work	Reading listed above
<b>Total hours for module 1</b>		<b>54</b>	–	–
<b>Content module 2</b>				
<b>Managing the tourism industry development on the basis of statistical studies</b>				
<i>Theme 5.</i> Basic approaches to the systematisation of recreational resources	Search, selection and review of the literature on the given theme, preparation for <i>the seminar</i> on the theme "The design project of a single database of recreational resources of the country", preparation for the oral quiz on theme 5, performing <i>practical task 7</i> "Defining Ukraine's position in the global and regional tourism market, analysis of key industry indicators within geographical country groups"	14	Checking homework, oral quiz on theme 5	Main: [5; 9]. Additional: [18 – 19; 25; 32; 45]
<i>Theme 6.</i> Financial flows accounting in the tourism industry	Search, selection and review of the literature on the given theme, preparation for <i>the seminar</i> on the theme "Financial transactions in the tourism activity", performing <i>practical task 8</i> "The assessment of international financial transactions in the tourism field in Ukraine"	14	Checking homework, presentations (reports on the project chapter)	Main: [1; 3; 7]. Additional: [16; 22; 27 – 28; 37; 43 46 – 47]
<i>Theme 7.</i> The tourism activity regulation at the regional level	Search, selection and review of the literature on the given theme, preparation for <i>the seminar</i> on the theme "Information support of the regional tourism development management",	14	Checking homework, presentations (reports on the project chapter)	Main: [2; 8]. Additional: [16; 27 – 28; 30 – 31; 36]

Table 7.1 (the end)

1	2	3	4	5
	performing <i>practical task 9</i> "Prospects for implementation of the studied tourism project in Ukraine and in the selected country. Substantiation of the strategy of co-operation between Ukraine and the country surveyed in the field of international tourism"			
<i>Theme 8.</i> Introduction to statistical modelling and forecasting	Search, selection and review of the literature on the given theme, preparation for <i>the seminar</i> on the theme " <i>Econometric studies in tourism</i> ", preparation for the oral quiz on themes 5 – 7	6	Checking homework, an oral quiz on themes 5 – 7	Main: [6; 7]. Additional: [13 – 14; 20; 27]
Preparation for the control module test		6	Preparation for writing the control module work	Reading listed above
<b>Total hours for module 2</b>		<b>54</b>	–	–
<b>Sum total</b>		<b>108</b>	–	–

## 7.1. Questions for self-control

### Theme 1. The system of tourism activity indicators

1. Explain the different approaches to determining the optimal structure of a country's total tourist flow.
2. The essence of tourism exports (including both services and goods).
3. The essence of tourism imports (including both services and goods).
4. The main indicators used by the World Bank to assess the tourism industry of a country.
5. The main indicators used by the World Travel and Tourism Council to assess the tourism industry of a country.
6. The main indicators used by the World Tourism Organization (UNWTO) to assess the tourism industry of a country.
7. The main indicators used by the Eurostat to assess the tourism industry of a country.
8. Absolute and relative indicators of the tourism activity evaluation.

9. The role of specific indicators in the tourism activity evaluation.
10. Methods of determining the position of the world tourism industry in the global economy.
11. The countries with a predominance of gross expenditures on foreign travel.
12. The countries with a predominance of gross revenues from rendering travel services to non-residents.
13. The countries with a predominance of tourism operations in the domestic market.
14. Methods of determining the domestic tourism market capacity.
15. Rating of Ukraine by the most common indicators of the tourism activity in Europe and the world.
16. Current centres of international tourist flows. What are the forecasts for future reorientation of flows by the world macroregions?
17. Differences in the distribution of countries by macroregions in accordance with the approaches of international organisations. How does it affect the assessment of international tourist flows?
18. Cases to avoid comparisons of the countries surveyed while measuring the tourism industry indicators.

## **Theme 2. Organisation and methodology of keeping records of transactions in the field of tourism**

1. Define the concept of the economic territory of a country.
2. The essence of the cross-border supply of services.
3. The essence of the consumption of services abroad.
4. The essence of the commercial presence.
5. The presence of natural persons as a way to provide services.
6. Change-effecting services.
7. Marginal services.
8. Classification of service sectors according to the GATT.
9. Accounting operations in the field of tourism according to the IMF's Balance of Payments and International Investment Position Manual (6th edition).
10. Accounting operations in the field of tourism according to the System of National Accounts (2008).
11. Accounting operations in the field of tourism according to the International Standard Industrial Classification of All Economic Activities.

12. Accounting operations in the field of tourism according to the Manual on Statistics of International Trade in Services (2010).

13. Classification of transactions in the field of tourism according to the Extended Balance of Payments Services Classification of transactions between residents and non-residents (EBOPS) and the Central Product Classification (CPC, v. 2.1).

14. The concept of accounting tourism transactions according to the International Recommendations for Tourism Statistics 2008 and the Tourism Satellite Account: Recommended Methodological Framework 2008.

15. Common approaches and differences in the methodology of the tourism activity evaluation adopted by the UNWTO and the World Travel and Tourism Council.

16. Classifiers of public services and economic activities used in Ukraine.

17. The main provisions of the method of calculating the volume of tourism operations in Ukraine. Which document parts need clarification?

18. The role of state standards in the measurement of statistical data. How do the procedures of licensing and certification of tourism activities help or limit the economic transactions accounting?

19. The purpose of surveys of tourism services consumers. The most common ways of obtaining additional information from travellers.

20. Give an example of additional observations in the field of tourism.

### **Theme 3. Mutual dependence between the indicators measuring the socio-economic state of a country and the tourism industry performance**

1. Name the most widespread approaches to country grouping. Is it possible to define universal classification features?

2. Factors that determine the level of economic development in the global market.

3. Groups of factors influencing the level of tourism competitiveness.

4. Give examples when the country rating of tourism attractiveness does not correspond to the positions on other grounds.

5. The optimum ratio of quantitative and qualitative factors by which the countries are ranked in the international tourism market.

6. The countries with a priority of the tourism sector in foreign trade. Which indicators can identify it?

7. Approaches to the tourism infrastructure assessment. The differences between the requirements in the host country and the country from which tourists come?

8. The development of which branches of a national economy does the tourism industry support need?

9. Give the definition of a tourist product. How does it correspond with the term a "tourist service"?

10. Give examples of the destructive impact of tourism on the socio-economic state of a country.

11. Principles of recording the operations in the tourism industry in the country's balance of payments. In which articles could they be included?

12. How can international investments in the tourism sector be considered?

13. Positive and negative effects of transnational corporations in the field of tourism.

14. The procedure for calculating the contribution of the tourism industry into the GDP and GNP of a country.

15. Explain the difference between the tourism industry and tourism economy used by the World Travel and Tourism Council.

#### **Theme 4. Principles of interregional and intersectoral balances scheme**

1. Explain the procedure for calculation of primary (direct), secondary (indirect) and tertiary (induced) impact of tourism on the state of a national economy.

2. The concept of an intersectoral (input-output) balance.

3. The concept of an interregional balance.

4. The concept of a balance of financial transactions.

5. Display of foreign operations in the intersectoral and interregional balances.

6. The concept of a "clean", or "technology" industry.

7. Methods of assessment of mutual dependence of the tourism industry and other sectors of a national economy.

8. Characteristics of mandatory reporting forms for tourism entities.

9. Does the current classification of economic activities in Ukraine provide the need of accounting operations in the tourism industry?

10. In your opinion, which way of the distribution of public funds is the best to finance the tourism infrastructure development?

11. Factors determining seasonal fluctuations in tourism.
12. The task of the tourism activity monitoring in Ukraine.

### **Theme 5. Basic approaches to the systematisation of recreational resources**

1. Give examples of major, related and additional tourism services.
2. Types of tourism according to the Law of Ukraine "On Tourism".
3. Types of tourism practiced by travel companies.
4. Principles of tourism types classification.
5. Definition and classification of recreational resources.
6. Are the concepts of recreational resources and tourism resources identical?
7. The goal of accounting of the country's tourist resources.
8. Indicators that determine the tourism potential of a country.
9. The system of national and regional cadastres in Ukraine.
10. Examples of the implementation of GIS technologies in tourism.

### **Theme 6. Financial flows accounting in the tourism industry**

1. Definition and practical implementation of satellite accounts.
2. Financial transactions that provide the process of creation, sale and consumption of tourist services.
3. Requirements for the financial market infrastructure of the host country and the country of the tourists' origin.
4. Reporting by banks as an additional source of determining the volume of transactions in the field of tourism.
5. The role of private funds in the provision of some tourism operations.
6. Principles of work of international and national electronic payment systems.
7. Peculiarities of measuring the consumption of tourism products by residents and non-residents of a country.
8. The regulation of international financial flows in the process of cooperation between the representatives of the tourism industry at the state level.
9. Classification of individual instruments of payment.
10. The methods of calculation of individual travel expenses.

### **Theme 7. The tourism activity regulation at the regional level**

1. Which parameters can define the rating of the regions of Ukraine by the tourism infrastructure development?

2. Distribution of the regions of Ukraine by the tourism activity.
3. Distribution of the regions of Ukraine by accommodation sector.
4. Which indexes determine the capacity of the consumer market at the level of administrative units?
5. Define the concept of the regional imbalance.
6. Methods of determining the depressed regions in a country.
7. Measures to stimulate the development of depressed regions.
8. The difference between the methods of evaluation of international tourist flows and the analysis of the domestic market flows structure.
9. Methods of assessment of the dynamics and structure of domestic tourist flows within Ukraine.
10. The indicators of tourism development which are the most commonly used in the planning of national and regional programmes.
11. How is the state funding of the tourism industry provided?

### **Theme 8. Introduction to statistical modelling and forecasting**

1. Basic approaches to the classification of resources. What groups of resources are the most commonly used in the creation and sale of the tourism product?
2. Types of risks in the tourism activity.
3. Requirements for strategic programmes of the tourism development support in a state and regions.
4. The indicators of which areas of a national economy should be used in assessing the prospects of the tourism industry development?
5. In which cases the knowledge of seasonal variations is critical for planning of needs in resources?
6. When is a retrospective analysis important for planning tourism development programmes, and when is the assessment of future prospects needed?
7. Basic methods of index construction. The scope of ratings.
8. The method of expert evaluation. Examples of using expert estimates.
9. Which models can estimate the mutual influence of various factors on the resulting performance?
10. The scope of the cluster analysis.
11. The task of short-, medium- and long-term forecasts in the provision of tourism activities.
12. The concept of simulation models.



## 8. Individual consulting

Individual consulting is provided according 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 are the following:

- a) by the supervision over learning the theoretical material:  
consultations: individual (question – answer) and group (considering typical examples and situations) ones;
- b) by the supervision over the practical material comprehension:  
individual and group consultations;
- c) by the integrated assessment of the discipline material mastering:  
personal defence of the works.

## 9. Teaching methods

Teaching the academic discipline involves active and interactive methods of studies – problem lectures, mini-lectures, work in small groups, seminars, discussions, brainstorming, case-method, presentation, introductory (initial) games, the project work method, the method of scenarios, banks of visual aids (Tables 9.1 and 9.2).

The basic difference between active and interactive methods of studies on the one hand and traditional ones on the other hand are determined not only by the teaching technique, but also by high efficiency of the educational process which aims at: high motivation of students; practical usage of theoretical knowledge; increase of students' consciousness; bringing up the ability to make independent decisions; making a person capable for team work; contribution to social integration; acquisition of disputing skills; nurturing the ability to compromise.

Table 9.1

### Distribution of forms and methods enhancing the learning process after the themes of the academic discipline

Theme	The practical application of educational technologies
1	2
<i>Theme 1.</i> The system of tourism activity indicators	Problem lecture on the theme "The globalisation of the world tourism market", working in small groups, presentation of the results, banks of visual aids

Table 9.1 (the end)

1	2
<i>Theme 2.</i> Organisation and methodology of keeping records of transactions in the field of tourism	Mini-lecture on the theme "Problems of comparing statistical data provided by the specialised international organisations", banks of visual aids, business game
<i>Theme 3.</i> Mutual dependence between the indicators measuring the socio-economic state of a country and the tourism industry performance	Problem lecture on the theme "Rating systems reliability", working in small groups, presentation of the results, banks of visual aids
<i>Theme 4.</i> Principles of inter-regional and intersectoral balances scheme	Problem lecture on the theme "The impact of social, demographic and other sets of indicators on the investment attractiveness of the country's tourism industry", working in small groups, presentation of the results, banks of visual aids
<i>Theme 5.</i> Basic approaches to the systematisation of recreational resources	Problem lecture on the theme "The role of cadastres and official lists of tourist sites in ensuring the conservation and protection of public recreational resources", working in small groups, presentation of the results, banks of visual aids
<i>Theme 6.</i> Financial flows accounting in the tourism industry	Problem lecture on the theme "The problems of international financial flows balancing"
<i>Theme 7.</i> The tourism activity regulation at the regional level	Problem lecture on the theme "Building a reliable methodology for determining regional disparities", banks of visual aids
<i>Theme 8.</i> Introduction to statistical modelling and forecasting	Mini-lecture on the theme "Overview of the most common methods of forecasting", banks of visual aids

**A problem lecture** is one of the most important elements of problem-based teaching of students. It provides, along with the consideration of primary lecture materials, setting and consideration of a range of controversial issues that have not been developed in science and are relevant to the theory and practice. The problem lecture features profound argumentation of the delivered material. It helps students to form independent creative thinking, teaches them cognitive skills. Students become participants in scientific inquiry and problem solving.

**A seminar-discussion** proposes exchange of views between participants concerning the present topic, and also develops thought, helps to form

views and beliefs, cultivates the ability to formulate ideas and express them, teaches to estimate suggestions of other people, takes a critical approach to one's own opinion.

Table 9.2

**The methods of enhancing the studies**

Themes	Practical implementation of the methods	Methods of enhancing the studies
<i>Theme 1.</i> The system of tourism activity indicators	<i>Practical task 1</i> "Building a research intelligent map"	Brainstorming, working in small groups
<i>Theme 2.</i> Organisation and methodology of keeping records of transactions in the field of tourism	<i>The seminar</i> on the theme "The tourism activity research in the global economy"; <i>practical task 2</i> "Determination of the global market leaders by the key tourism indicators"	Seminars-discussions, presentations
<i>Theme 3.</i> Mutual dependence between the indicators measuring the socio-economic state of a country and the tourism industry performance	<i>The competency-oriented task</i> "Defining promising consumer markets based on the stratification of the country residents"; <i>practical task 3</i> "Ranking Ukraine among the countries of Europe and the world by selected indicators of the tourism activity"	Brainstorming, working in small groups, script methods
<i>Theme 4.</i> Principles of inter-regional and intersectoral balances scheme	<i>Practical task 6</i> "Grouping of the regions of Ukraine by recreational potential. Definition of the imbalances in tourism development"	Brainstorming, presentations
<i>Theme 5.</i> Basic approaches to the systematisation of recreational resources	<i>The seminar</i> on the theme "The design project of a single database of recreational resources of the country"	Brainstorming, working in small groups
<i>Theme 6.</i> Financial flows accounting in the tourism industry	<i>The seminar</i> on the theme "Financial transactions in the tourism activity"; <i>practical task 8</i> "The assessment of international financial transactions in the tourism field in Ukraine"	Presentations
<i>Theme 7.</i> The tourism activity regulation at the regional level	<i>The seminar</i> on the theme "Information support of the regional tourism development management"	Brainstorming, working in small groups, script methods

Table 9.1 (the end)

1	2	3
<i>Theme 8. Introduction to statistical modelling and forecasting</i>	<i>The seminar on the theme "Econometric studies in tourism"</i>	Brainstorming, working in small groups

**A script method** develops scenarios of possible behaviour and specific events in the future.

**A mini-lecture** includes presentation of the educational material within a short period of time and is characterised by large capacity, complexity of logical constructs, images, proofs and generalisations. It is usually held as a part of a research lesson. A mini-lecture differs from a full-length lecture by a much shorter duration. Usually a mini-lecture lasts no more than 10 – 15 minutes and is used to convey concisely the new information to all students. A mini-lecture is often used as part of a coherent theme that expresses a full-length lecture and it is desirable not to bore the audience. Then the information is delivered consequently by several segments, with other forms and methods of teaching applied.

**A presentation**, making a speech to an audience, is used to represent particular achievements, performance of a report on the implementation of individual assignments, a project work. Presentations can be individual, such as one student's performance, and group ones, that include two or more students.

**Working in small groups** enables the teacher 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.

**Brainstorming** is a method of solving urgent problems in undertime. Its idea is to express as many ideas as possible in a small interval of time, to discuss them and choose the right ones.

**Banks of visual aids** help to activate the learning process on the themes of the academic discipline with the help of visual illustrative examples.

## 10. Methods of assessment

The system evaluating the competences received by a student (Table 2.1) takes into account classes which include lectures, seminars, practical studies and performing independent work according to the syllabus of the academic discipline. Evaluation of the student's competences is carried out on the cu-

mulative 100-point system. According to the Provisional Regulations "On the procedure of the assessment of students' performance via the accumulative score-rating system" approved by S. Kuznets KhNUE, control measures include:

**current control** exercised over the semester during lectures, practical lessons, seminars and estimated with the number of points (maximum is 100 points; minimum, allowing students to pass the final test is 60 points);

**module control** performed on the basis of current control during the respective module and aiming at an integrated assessment of the student's performance after studying the logically completed part of the discipline – the content module;

**final/semester control** performed in the form of a final test, according to the schedule of the educational process.

*Current control* over this discipline is conducted in the following forms:

active work at lectures;

active participation in performing practical tasks;

active participation in the discussion and presentation of materials at seminars;

defence of an integrated calculation project (consisting of relatively independent practical problems (presented in Table 6.1) and including a coherent assessment of the tourism industry in selected countries and prospects of a particular type of tourism or visiting certain tourist sites);

an essay on a given theme (is included in the individual work within the scope of preparation for the seminars; the content is determined by the discussion of lecture materials, as a rule, students can suggest a topic that most appeals to them);

current testing;

a written test paper;

an individual oral quiz.

*Module control* over the discipline is held with a written test paper.

**The procedure for current control.** The assessment of students' knowledge at seminars and practical lessons and performance of individual tasks is based on the following criteria:

understanding, the level of learning the theory and methodology of the examined problems;

the level of learning the facts concerning the academic discipline;

acquaintance with the recommended and up-to-date literature, Internet sources on the given questions;

the ability to combine theory with practice when solving real problems, performing tasks, making calculations for individual work and collective disputes; logic, structure, style of representation of material in written works and oral presentations, the ability to defend one's own position, to generalize information and draw conclusions;

arithmetical correctness of the complex calculation project.

The maximal possible score is given if every task performed by a student or his/her verbal answer meets all the noted requirements. Absence of any constituent reduces the mark by a proper number of points. When estimating individual tasks, the quality, independence and timeliness of presenting the performed tasks to the lecturer (according to the schedule of the educational process) are taken into consideration. If some of the requirements are not met, the mark can be decreased.

An oral quiz is conducted two times per semester. The written test is held 2 times per semester and includes practical tasks of different complexity levels according to the themes of content modules. The total score for writing the control module consists of the accumulated points for all tasks that are rounded to the integer number by the mathematical rules. The maximum score that a student can receive for all tasks equals 5, including:

1 point for the theoretical problem:

0.5 points for drawing the input-output model;

0.5 points for an explanation of the principles of filling in the input-output table and substantiation of its practical use;

2 points for the heuristic task:

0.5 points for definition of satellite accounts;

0.5 points for grounding the selection of the objects of economic activity that will report under this system;

0.5 points for an explanation of the calculation system of reporting indicators;

0.5 points for highlighting the differences between the use of satellite accounts and input-output linkages;

2 points for the practical calculation problem:

0.5 points for correct calculation of the total income of the tourism and related sectors in Ukraine;

0.5 points for an explanation of the principles of using the Guidelines;

0.5 points for correct calculation of the total income of the national economy of Ukraine according to the methodology;

0.5 points for correct calculation of the total income of the national economy of Ukraine using the satellite accounts.

## The example of a typical task to control module 1

1. *The theoretical question.* Principles of composing the interregional balance of tourist flows.

2. *The heuristic task.* Work out a programme of implementing satellite accounts for the survey of incomes and expenditures in the tourism sphere for the city of Kharkiv.

3. *The practical calculation problem.* A tourist from Poland spent 4 days in Ukraine. His total travel expenses (excluding commission for currency exchange and online booking) made 5 183 UAH, including:

133 UAH for buying insurance policy before the travel (19 PLN, average exchange rate is 1 PLN = 7.0 UAH);

1 540 UAH for the bus tickets on the route Lublin – Kyiv – Lublin (220 PLN);

1 200 UAH for hotel accommodation;

650 UAH for visiting restaurants;

150 UAH for a sightseeing excursion;

60 UAH for travel by public transport;

500 UAH for visiting an entertaining show at the nightclub;

300 UAH for a taxi;

50 UAH for the museum entrance tickets;

1 000 UAH for souvenirs (ceramics and textiles);

400 UAH for purchasing goods in a supermarket;

200 UAH for donations to a charitable fund.

Calculate the value of outbound tourism consumption, direct and indirect gross income of the tourism industry following the procedure suggested in the Guidelines of calculation of the tourism activity in Ukraine.

What tourists' expenditure would be calculated using the system of satellite accounts and would the outcome have changed?

**Evaluation criteria of a student's individual work.** The general criteria of the evaluation of out-of-class independent work are: the depth and strength of knowledge, the level of thinking, the ability to systematise knowledge on certain themes, to make informed decisions, possession of the categorical apparatus, skills and techniques in solving practical problems, the ability to find the necessary information, perform its classification and processing, self-realisation at practical lessons and seminars.

The criteria for evaluating structural and logical chapters of the complex calculation project are:

the ability to conduct critical and independent assessment of certain issues;

the ability to explain alternative views and the personal opinion, position on certain problematic issues;  
application of analytical approaches;  
quality and clarity of reasons presented;  
logic, structuring and validity of conclusions concerning specific statistical indicators;  
independence of work;  
literacy;  
using methods of comparison, grouping, summarising concepts and phenomena;  
design.

A student passes the academic discipline successfully if the total score obtained via the results of final/semester tests equals 100. The minimal score for the current and module control during the semester is 60.

The final mark for the discipline is calculated on the basis of the cumulative system including the points obtained for the semester work and current control. The total result in points per semester makes *"60 or more points – passed," "59 or less points – failed"* and is entered into the "Register of the Academic Performance" on the academic discipline. In the case of less than 60 points the student must try to pass the test after examinations at the time scheduled by the dean of the faculty, but not later than two weeks after the start of the next semester. If the student receives less than 60 points again, the dean of the faculty will appoint a board of three teachers led by the head of the subdepartment and define the terms for resitting the test, followed by a decision in accordance with the current legislation: if it is "passed", the student continues to study according to the schedule, if it is "failed", the dean of the faculty offers the student a repeated individual study of this discipline during the next period of training.

## **11. The scores a student can obtain**

The system of evaluation of professional competences formed by full-time students is presented in Table 11.1.

The maximal score that a student can accumulate during a week, the forms and methods of training are given in Table 11.2.



Table 11.1

### The system of evaluation of the formed professional competences

Professional competences	Training week	Hours	Forms of study			Competence evaluation		
						Forms of control	Max. score	
1	2	3	4			5	6	
<b>Content module 1. Methods of collecting and processing statistical data in the field of tourism</b>								
Data collection and processing	Identification of a list of statistical data needed to analyse and evaluate the current and prospective state in the international tourism market	1	CW **	2	Lecture *	Theme 1. The system of tourism activity indicators	Work at the lecture	1
		2		2	Practical lesson	Practical task 1 "Building the research intelligent map"; the seminar-discussion on the theme "Trends in international tourism"	Active participation in carrying out practical tasks	1
		1 – 2	IWS	11	Preparation for a lesson	Search, selection and review of the literature on the given theme	Checking homework, presentations (reports, the project chapter)	3
	Understanding the methodology of collecting and processing of the raw data and materials of official reports of business entities that are used by leading research organisations in Ukraine and abroad	2	CW	2	Lecture	Theme 2. Organisation and methodology of keeping records of transactions in the field of tourism	Work at the lecture	1
3		2		Practical lesson	Presentation of the 1st chapter of the competences-oriented project "Setting objectives, determining the list of the studied parameters", the seminar-discussion on the theme "Problems of statistical data comparison provided by international organisations"	Active participation in carrying out practical tasks	1	

\* is delivered with the use of computer equipment and Internet access

\*\* Class work

Table 11.1 (continuation)

1		2	3		4		5	6
Data collection and processing		2-3	IWS	11	Preparation for a lesson	Search, selection and review of the literature on the given theme	Checking homework, presentations (reports, the project chapter)	4
	Formation of skills to build causal links between socio-demographic characteristics of the country and demand for tourist services	3	CW	2	Lecture	Theme 3. Mutual dependence between the indicators measuring the socio-economic state of a country and the tourism industry performance	Work at the lecture	1
		4		2	Practical lesson	The seminar-discussion on the theme "Identification of promising consumer markets based on stratification of the country residents" (chosen criteria and methods of classification are selected by variants)	Active participation in carrying out practical tasks	1
		3-4	IWS	11	Preparation for a lesson	Search, selection and review of the literature on the given theme	Checking homework, presentations (reports, the project chapter)	7
	Understanding the relationships between indicators of different industries, the effect of cooperation between enterprises at the stage of intermediate consumption, the definition of interdependence between sectors and regions of the country	5	CW	2	Lecture	Theme 4. Principles of interregional and intersectoral balances scheme	Work at the lecture	1
		5		2	Practical lesson	Presentation of the 2nd chapter of the competences-oriented project "The analysis of macroindicators of a country (optionally) – general economic, social, demographic et al., assessment of the tourism industry state"	Active participation in carrying out practical tasks	1

Table 11.1 (continuation)

1		2	3		4			5	6
Data collection and processing		6	CW	2	Practical lesson	The seminar-discussion on the theme "Ways to eliminate regional imbalances"; the practical task "Grouping the regions of Ukraine by the level of recreational potential"	Active participation in carrying out practical tasks, an oral quiz of the studied materials	1	
		7		2	Practical lesson	Presentation of the 3rd chapter of the competences-oriented project "The analysis of global indices influencing the chosen type of tourism (tourist site, etc.). Assessment of prospects for their tourism attractiveness" (1 hour), writing module test paper 1 (1 hour)	Active participation in carrying out practical tasks; checking the control paper	1	
		4 – 7	IWS	21	Preparation for lessons	Search, selection and review of the literature on the given theme	Checking homework, preparation for an oral quiz	8	
1			2	3	4			5	6
<b>Content module 2. Managing the tourism industry development on the basis of statistical studies</b>									
Tourist flows management	The ability to conduct classification of recreational facilities on the basis of the developed standards, to link requirements to the organisation of different types of tourism with the existing potential of a region		7	CW	2	Lecture	Theme 5. Basic approaches to the systematisation of recreational resources	Work at the lecture	1
			8		2	Practical lesson	Business game on the theme "Development of cadastres of recreational resources in Ukraine"; the case "The analysis of on-line GIS presented in Ukraine and abroad"	Active participation in carrying out practical tasks	1
			7 – 8	IWS	14	Preparation for a lesson	Search, selection and review of the literature on the given theme; revision of materials for module 1	Checking homework, an oral quiz	12

Table 11.1 (continuation)

1		2	3	4		5	6	
Tourist flows management	The ability to analyse the movement of financial flows within the tourism industry at the level of regional economic systems, national and global economies; to choose financial instruments ensuring the quality of tourist services	9	CW	2	Lecture	Theme 6. Financial flows accounting in the tourism industry	Work at the lecture	1
		9		2	Practical lesson	Presentation of the 4th chapter of the competences-oriented project "Ukraine's position in the global tourism market, the analysis of key industry indicators"	Active participation in carrying out practical tasks	1
		10		2	Practical lesson	The seminar-discussion on the theme "The practice of non-cash payments in private travel services"; the case "Personal instruments of payment"	Active participation in carrying out practical tasks	1
	9-10	IWS	14	Preparation for a lesson	Search, selection and review of the literature on the given theme	Checking homework, presentations (reports, the project chapter)	7	
	The ability to ground the strategy of tourism development at the level of administrative units, skills to develop measures to enhance the domestic tourism market in Ukraine	11	CW	2	Lecture	Theme 7. The tourism activity regulation at the regional level	Work at the lecture	1
		11		2	Practical lesson	Presentation of the 5th chapter of the competences-oriented project "Ukraine's position in the regional tourism market (within geographical groups), the analysis of key indicators of the tourism macro-region"	Active participation in carrying out practical tasks	1
		12		2	Practical lesson	Presentation of the 6th chapter of the competences-oriented project "The prospects of introduction of the studied tourist product (chosen in the 3rd chapter) in Ukraine"	Active participation in carrying out practical tasks	1

Table 11.1 (the end)

1		2	3		4		5	6
45	Tourist flows management	11 – 12	IWS	14	Preparation for lessons	Search, selection and review of the literature on the given theme	Checking home-work, presentations (reports, the project chapter)	13
		13	CW	2	Lecture	Theme 8. Introduction to statistical modelling and forecasting	Work at the lecture	1
		13		2	Practical lesson	Presentation of the 7th chapter of the competences-oriented project "The prospects of introduction of the studied tourist product (chosen the 3rd chapter) in the chosen country (according to chapter 2)" (1 hour); writing module test paper 2 (1 hour)	Active participation in carrying out practical tasks; checking the control paper	1
		14		2	Practical lesson	Presentation of the 8th chapter of the competences-oriented project "Substantiation of the strategy of cooperation between Ukraine and the country surveyed in the field of international tourism", the final report	Active participation in carrying out practical tasks, an oral quiz on the studied materials	1
		13 – 14	IWS	12	Preparation for lessons	Search, selection and review of the literature on the given theme; revision of materials for module 2	Checking home-work, preparation for an oral quiz	17
Scientific work				Participation in contests, writing a scientific article				8
<b>Total hours</b>			<b>150</b>	<b>Maximal score on the academic discipline</b>				<b>100</b>

Table 11.2

## Distribution of points by weeks

Types of studies		Academic weeks														Exam	Total sum
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	18 – 20	
<b>Assessment schedule, points per week</b>																	
<b>Methods of control</b>	Lectures (active work)	1	1	1		1		1		1		1		1			<b>8</b>
	Practical lessons (active work)		1	1	1	1	1	1	1	1	1	1	1	1			<b>13</b>
	Tasks by themes (work at practical lessons)		2		2		2		2		2	2	2				<b>14</b>
	Presentation (report)		1		1		1		1		1	1	1				<b>7</b>
	Individual oral quiz						5								5		<b>10</b>
	Competences-oriented tasks			4		4		4		4		4	3	3	4		<b>30</b>
	Written tests							5						5			<b>10</b>
	Participation in scientific work															8	<b>8</b>
<b>Total scores per week</b>		<b>1</b>	<b>5</b>	<b>6</b>	<b>4</b>	<b>6</b>	<b>9</b>	<b>11</b>	<b>4</b>	<b>6</b>	<b>4</b>	<b>9</b>	<b>7</b>	<b>10</b>	<b>10</b>	<b>8</b>	<b>100</b>
<b>Accumulation of scores</b>		<b>1</b>	<b>6</b>	<b>12</b>	<b>16</b>	<b>22</b>	<b>31</b>	<b>42</b>	<b>46</b>	<b>52</b>	<b>56</b>	<b>65</b>	<b>72</b>	<b>82</b>	<b>92</b>	<b>100</b>	

The final mark for the academic discipline is based on the Provisional Regulations "On the procedure of the assessment of students' performance via the accumulative score-rating system" approved by S. Kuznets KhNUE and is converted into the final ECTS score (Table 11.3). Scores on this scale are entered in the "Register of the Academic Performance", the student's individual education plan and other academic documents.

Table 11.3

### Scores: the national and ECTS scales

Total score for all tasks	ECTS score	The assessment according to the national scale	
		for an exam, term project (paper), training	for a final test
90 – 100	A	excellent	passed
82 – 89	B	good	
74 – 81	C		
64 – 73	D	satisfactory	
60 – 63	E		
35 – 59	FX	unsatisfactory	failed
1 – 34	F		

## 12. Recommended reading

### 12.1. Main

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# Annexes

Annex A  
Table A.1

**The structure of the components of the professional competences of the academic discipline "Statistics of International Tourism" according to the National Qualifications Framework of Ukraine**

The components of a competence, formed under the theme	Minimal experience	Knowledge	Skills	Communication	Autonomy and responsibility
1	2	3	4	5	6
<b>Theme 1. The system of tourism activity indicators</b>					
Identification of a list of statistical data needed to analyse and evaluate the current and prospective state in the international tourism market	Methods of assessing the aggregate performance of the tourism industry of a country; the principles of determination of the leading countries in the world tourism market on their basis	The list of groups and individual performance indicators that determine the effectiveness of tourism at the macro level; differences of countries' geographical grouping	Working with data banks of specialised international organisations; determining the rankings of the world countries by means of main tourist activity indicators	Receiving information from international sources; generating requests for the purpose of research; finding agencies responsible for presenting statistics in different countries	Developing recommendations for the country's policy adjustments in the international tourism market based on analysis of tourist flows patterns
<b>Theme 2. Organisation and methodology of keeping records of transactions in the field of tourism</b>					
Understanding the methodology of the raw data collecting and processing and materials of official reports of business entities that are used by leading research organisations in Ukraine and abroad	Methodology of accounting of services, including tourism, used by specialised international institutions and organisations	General classifications of services, methods of collecting data on the use of services from residents and non-residents of the country	Determining the method of providing services and appropriate ways of accounting operations in the financial statements of a country; developing a methodology for evaluation of the total contribution of the tourism industry in GDP at the level of	Conducting a survey of individual travellers with the detailed aggregates and determining factors of tourist products attractiveness	Determining the optimal methodology for the country data collection and analysis of statistical indicators of tourism, including inter-national flows

1	2	3	4	5	6
			a national economy; organising the procedure of statistical observations		
<b>Theme 3. Mutual dependence between the indicators measuring the socio-economic state of a country and the tourism industry performance</b>					
Formation of skills to build causal links between socio-demographic characteristics of the country and demand for tourist services	The main groups of indicators of the social, economic, demographic, environmental, innovative, financial and other potential of a country	General approaches to grouping countries in terms of socio-economic development; factors affecting the state of the country's tourism potential	Evaluating the effectiveness of the country's foreign trade in non-material production; importance of tourism to the national economy system	Electing reliable indicators for better representation of the national economy in comparison with its main competitors in order to stimulate investments inflow	Determining the competitiveness of the tourism infrastructure of a country compared with other countries
<b>Theme 4. Principles of interregional and intersectoral balances scheme</b>					
Understanding the relationships between indicators of different industries, the effect of cooperation between enterprises at the stage of intermediate consumption, the definition of interdependence between sectors and regions of the country	The concept and principles of interregional and interindustry balances; mandatory procedures of state statistical observations of the tourism activity	The structure and calculation techniques of resulting indicators in interbranch, interregional balances and the balances of financial flows; the content of the typical reporting forms; effects of seasonal fluctuations of the tourism activity for local economic systems	Distributing enterprises according to the National classification of economic activities by levels of primary, secondary and tertiary impact of the tourism industry on the economy; specifying technological (pure) industry	Explaining to direct participants of the tourism market the need for timely provision of information that does not belong to trade secrets to the organs of state control in the sphere of tourism, in order to improve the functioning of the business environment through reliable	Determining the degree of importance of the tourism industry to the economy and its dependence on other sectors of the national economy, grounding the task of intersectoral cooperation monitoring; developing the concept of a database including data from producers and final consumers of

Annex A (continuation)  
Table A.1(continuation)

1	2	3	4	5	6
				forecasts	tourism services, providing the measures to protect data that are not subject to disclosure
<b>Theme 5. Basic approaches to the systematisation of recreational resources</b>					
The ability to conduct classification of recreational facilities on the basis of the developed standards, to link requirements to the organisation of different types of tourism with the existing potential of a region	The system of national and regional cadastres in Ukraine. Global lists of recreational resources. Fundamentals of GIS mapping	Methods of codification of databases elements; principles of multilevel map design; legal basis for the protection of recreational resources from misuse; principles of the integrated recreational area planning	Working out classification criteria for different groups of recreational resources, database design for regional tourism resources, developing methods of statistical evaluation of existing objects	Supporting measures ensuring the preservation of unique tourism resources and objects (events) that are protected by the state and / or supranational institutions	Building a strategy for planning of recreational areas in accordance with the requirements for the preservation of unique natural and anthropogenic resources
<b>Theme 6. Financial flows accounting in the tourism industry</b>					
The ability to analyse the movement of financial flows within the tourism industry at the level of regional economic systems, national and global economies; to choose financial instruments ensuring the quality of tourism services	The elements of the financial infrastructure that are directly or indirectly involved in the creation of tourist products	Systems of international transactions in the commercial and private sector; practices to avoid double payments and reimbursement	Estimating the economic impact and effectiveness of export-import operations in the field of tourism; direction and intensity of financial flows	Interaction with banks and other financial institutions to improve the quality of tourist services and prevent crisis imbalances in cash flows	Choosing tools of financial security of tourism operations based on the requirements to the support of economic security of businesses and the industry in the global market

1	2	3	4	5	6
<b>Theme 7. The tourism activity regulation at the regional level</b>					
The ability to ground the strategy of tourism development at the level of administrative units, skills to develop measures to enhance the domestic tourism market in Ukraine	Characteristics of the tourism infrastructure in the regions of Ukraine; quantitative parameters of the consumer market and tourist services supply	Valuation of inter-regional differentiation of socio-economic development of the regions of Ukraine; allocation of income and expenses from the tourism activity between administrative units	Calculating regional ratings by the degree of tourism development and recreational potential taking into account the requirements of consumers from abroad on the basis of available statistical information	Establishing cooperation with representatives of local authorities, state and regional administrations on financing of the social infrastructure	Determination of the prospects of the tourist region of a country as an independent subject of business relationships in the global market
<b>Theme 8. Introduction to statistical modelling and forecasting</b>					
Knowledge of the basic methods of econometric analysis, the ability to set tasks to experts in mathematical programming and state requirements to outbound results	Basic methods of statistical modelling and forecasting	Basic assumptions of the theory of risk management; methods of selecting data to build statistical and mathematical models; input data requirements and methods of presenting the results of the most popular models	Grounding the strategic objectives of tourism development programmes based on research of the current state and prospects of the recreational activity of a given object (a national economy)	Cooperating with experts in the field of econometric research; setting clear and reasonable objectives of retrospective analysis of economic phenomena, processes and forecasts planning	Using the basic principles of planning the activities of enterprises of the tourism industry under the conditions of uncertainty and risk

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