

## 15. Managing Tourism Projects

<b>1. Module Title</b>	<b>Managing Tourism Projects</b>	<b>2. Module Code</b>	
<b>3. Academic Year, Semester, Module Status</b>	2021-22 Fall semester, Full-time		
<b>4. Aims and Learning Outcomes</b>	The aim of the classes is to achieve a knowledge of the principles of preparation and evaluation tourism projects by students. In particular students: a) will know what are the roles of the planning and projects in the national and global tourism development, b) will be trained to evaluate the scope and character of tourist projects c) will acquire competencies in managing tourist projects		
<b>Knowledge</b>	<b>Effect Code</b>		<b>Assessment</b>
	<b>Subject</b>	<b>Field</b>	
1. Understands the key theories regarding formation, functioning, transformation, and development of an entrepreneurial organization	EP-1	K_W04	Research project
2. Understands the influence which norms and standards could potentially have on the entrepreneurial formation	EP-2	K_W13	Midterm exam
<b>Skills</b>	<b>Effect Code</b>		<b>Assessment</b>
	<b>Subject</b>	<b>Field</b>	
1. Understands how to identify a particular business related problem and what follows implement a possible solution of the matter	EP-3	K_U08	Research project Midterm exam
2. Can plan and coordinate a tourism project	EP-4	K_U16	Research project
3. Can perform the research of the tourist market	EP-5	K_U03	Midterm exam
4. Can execute and control the project properly using the tools of Project Management	EP-6	K_U13	Research project
<b>Social Competencies</b>	<b>Effect Code</b>		<b>Assessment</b>
	<b>Subject</b>	<b>Field</b>	
1. Is prepared to be an active member of many social and managerial projects of the entrepreneurship	EP-7	K_K02	Research project
2. Possesses the ability to communicate within as well as outside of the workplace on many different platforms	EP-8	K_K04	Research project
<b>5. Module Coordinator</b>	<b>Name</b>		<b>E-mail</b>
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<b>6. Lecturer</b>	<b>Name</b>		<b>E-mail</b>

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<b>7. Module Level</b>	<b>Masters</b>	<b>Bachelors</b>	
		x	
<b>8. Year and Programme</b>	<b>Year</b>	<b>Programme</b>	
	3	BA in Management	
<b>9. Module Content</b>			
<b>#</b>	<b>Topics Discussed</b>		<b>Hours</b>
<b>Seminar</b>			
1	Project Management and types of projects		<i>2.5 h each topic</i>
2	Steps of project management		
3	Cultural differences as an important pillar of tourism industry		
4	Project Planning		<i>30 h together</i>
5	Coordination of project		
6	Controlling the implementation of the project		
7	Event management		
8	Midterm examination – business plan of the project		
9	Tour planning – case study		
10	Business plan of the hotel – case study		
11	Consumer behaviour in the tourism market		
12	Final presentation – my own tourist project		
<p>The practical approach to teaching process is organized through workshops by applying interactive discussion, team-work and the presentations by students, which will be discussed during the class.</p>			
<b>10. Individual Student's Work</b>			
<b>#</b>	<b>Description</b>		<b>Hours</b>
	Individual work on the research project		60
	Preparation to the midterm exam		20
<b>11. Assessment Methods</b>	Midterm exam (40%) Research project (60%)		
<b>12. Assessment Criteria</b>	<p>In order to pass the course student should score at least grade 3.0 (50%) as the total grade for semester.</p> <p>Scoring translates into grades as follows:</p> <p>50 - 59 points - grade 3 60 - 69 points - grade 3.5 70 - 79 points - grade 4 80 - 89 points - grade 4.5 90 - 98 points - grade 5 98-100 points - grade 5.5</p> <p>In the case of exceptional student achievements, the lecturer can award a 5.5 mark with fewer points.</p>		
<b>13. ECTS Credits</b>	5		
		<b>Hours</b>	<b>ECTS</b>

			<b>Contact Hours</b>		
			Seminar	30	1,2
			Consultation	15	0,6
			<b>Other Kind of Student's Activity</b>		
			Individual Student's Work	80	3.2
			<b>SUMM</b>	125	5
<b>14. Required Readings</b>		1. Tourism Management 5 <sup>th</sup> edition, Stephen J. Page 2. Fundamentals of planning and developing tourism – Bulent I. Kastarlak, Brian Barber			
<b>15. Recommended Readings</b>		1. Heads in beds, Jacob Tomsky 2. Knowledge, Service, Tourism and Hospitality – Ford L. Gaol, Fony Hutagalung			
<b>16. Place where module is run</b>		LU campus			
<b>17. Other</b>					