



# Tourism

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Choose your profession  
in the heart of the tourism business





## Our goal is...

To teach students to successfully solve complex professional tasks in the field of Tourism and Recreation to maintain sustainable development goals.

**We'll make your training productive and comfortable!**

The European School of Business creates the best conditions for achieving success on the way to the professional and personal growth of every student!

**Become an expert of the new generation!**

# Advantages of studying at European School of Business

- The European School of Business is included in the list of prestigious higher education institutions according to global criteria.
- IEU Diploma is recognized in most countries of the world - this is a great employment opportunity.
- European School of Business is a world-class education at an affordable cost.
- We provide students with highly comfortable conditions for learning, comprehensive development, and personal self-realization.
- IEU helps students with fundamental and applied development of startup projects, their promotion through the use of modern educational technologies.
- Our students and teachers win prestigious competitions and Olympiads at the international level.
- IEU teaching staff include outstanding scientists, socio-political figures, politicians, athletes.
- Our graduates receive an international diploma.

**TOURISM IS THE LARGEST COMPONENT OF THE SERVICE SECTOR AND  
THE FOUNDATION FOR THE STATE'S WELL-BEING AND PROSPERITY**



# About the educational program



## TOURISM BACHELOR'S DEGREE

The educational program "Tourism" (first (Bachelor's) level) in specialty 242 "Tourism" is aimed at training professionals who can work effectively in the field of Recreation and Tourism in state structures and enterprises of various levels, forms, and types of property.

The educational program "Tourism" provides applicants with author's courses that reveal the functioning bases of tourism activities.

The educational program organically combines blocks of geographical, tourist, economic and legal disciplines. The European School of Business of International European University trains bachelors in tourism, taking into account the content of specialized and selective academic disciplines that update the formation of general and professional competencies for the successful implementation of professional activities in the field of Recreation and Tourism.

## INTERNATIONAL TOURISM BUSINESS MASTER'S DEGREE

The educational program "International Tourism Business" (second (Master's) level) in the specialty 242 "Tourism" is focused on the formation of general and professional competencies of specialists for business projects' successful implementation.

The educational program "International Tourism Business" provides the study of modern concepts, principles, and methods of business modeling of tourism projects, based on the best experience of foreign higher education institutions.

The educational program "International Tourism Business" is focused on the implementation of the cross-cultural approach in all business processes. Existing stakeholders pay attention to cooperation and building mutually beneficial relations on a parity basis, taking into account modern requests and requirements of international and domestic industry standards.



# International credit mobility

European School of Business allows:

- participants of the educational process to study, teach and intern, or conduct scientific activities at the other higher education institution beyond Ukraine;
- to transfer obtained credits based on the European Credit Transfer System (ECTS), in particular, by comparing the content of educational programs;
- to practice at Ukraine's well-known enterprises and organizations. Conduct training in the state structures and enterprises of various levels, forms, and types of ownership;
- to participate in the organization and management of the tourism process at various hierarchical levels in real-time;
- to investigate, analyze and predict directions for the tourism market development, taking into account the behavior trajectory of various subjects of tourism activity.

## Program coverage

### BACHELOR'S DEGREE



240 ECTS credits



3 years 10 months

### MASTER'S DEGREE



90 ECTS credits



1 year 5 months



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# The target audience of the program

## BACHELOR'S DEGREE

### This program is for you if you want to become:

- professional in the field of Tourism;
- manager of travel programs and projects;
- tourist expert;
- tour guide.

### This program is for you if you want to know about:

- key principles of sustainable tourism functioning as the basis of socially responsible international business;
- priority areas for the development of international tourism business and logistics;
- features of organization and management of the tourism process at the level of various hierarchical structures;
- key vectors of geospatial organization of tourism activity as an integral process;
- features of creating an innovative tourism product and prospects for attracting innovations in the tourism sector;
- corporate secrets of travel service quality management;
- priority levers on the way to achieving success at the level of project management in the field of tourism.

### This program is for you if you want to be able to:

- work correctly and productively in a team;
- effectively adapt to the changing conditions of the business environment;
- master the art of management and leadership;
- achieve high indicators of professional activity even despite time and information constraints;
- work on the principle of social cohesion;
- motivate business personnel to make correct managerial decisions.



## MASTER'S DEGREE

### This program is for you if you want to become:

- specialist in tourist services and tourist security;
- manager of travel programs and projects;
- tourist and hotel activities organizer;
- trips organizer;
- specialist in the development of urban and green tourism;
- tourism instructor;
- tour guide;
- instructor of health and sports tourism.

### This program is for you if you want to be aware of:

- how to achieve incredible success and professional growth in your chosen specialty;
- increase financial wealth with the help of existing labor potential;
- organize your own international tourism business;
- bring your company to the ratings of the championship in the market;
- increase the level of efficiency of your own business, taking into account the current requests of business clients, in the context of the principle of profit maximization;
- optimally ensure and maintain the level of confidentiality of business information.

### This program is for you if you want to be able to:

- carry out strategic business planning and investment analysis of projects;
- conduct intra-industry marketing research, identify the scientific essence of problems that arise in the course of professional activity, and make optimal decisions to solve them;
- determine methods for assessing the sustainable development of domestic and international tourism, analyze tourism flows;
- adapt to changes in the socio-economic development of society, analyze and plan their professional activities in the field of tourism;
- use foreign languages in oral and written communication at the level of professional activity;
- operate with information technologies in various spheres of life;
- train others and improve your knowledge and skills throughout your professional activities;
- properly establish communication connections, have teamwork skills and leadership qualities;
- set and successfully solve research and practical tasks at a high professional level.

# What can you study?

## BACHELOR'S DEGREE

### General training course

- Constructive Geography
- Tourism Studies: Introduction to the Specialty
- Ukrainian Language
- Life Safety, Occupational Safety, and Civil Protection
- Jurisprudence
- Foreign Language (professional direction)
- Information Systems and Technologies in Marketing Activities
- Higher Maths
- Philosophy, Ethics, and Aesthetics
- Academic Integrity and Fundamentals of Scientific Research
- Economic Theory
- Statistics
- Sociology and Psychology

### Professional training course

- Fundamentals of Tourism
- Geography of Tourism and Recreation
- Course Project on Tourism and Recreation Geography
- Country Studies
- Tourism Local History
- Coursework on Tourism Local Lore
- Sports, Tourism and Local History Work of Educational Institutions
- Social and Pedagogical Technologies in Tourism
- Organization of Tourism
- Organization of Hotel and Restaurant Business
- Tourism Services
- Cross-cultural Communications
- Jurisprudence
- Family Tourism
- Excursion Studies
- Recreational and Entertainment Technologies in Tourism
- Tourism Economics
- State and Municipal Administration in the Field of Tourism

### Selective courses

### Practical training



# What can you study?

## MASTER'S DEGREE

### General training course

- Foreign Language in a Professional Direction
- Ethics and Psychology of Business Relations
- Methodology and Organization of Scientific Research
- Information Technologies in Tourism Business

### Professional training course

- International Tourism Business Industry
- Geography of International Tourism and Regional Studies
- International Tourism and Sustainable Development of the Region
- Coursework on International Tourism and Sustainable Development of the Region
- Marketing and Advertising in the International Tourism Business
- Project Management in the Field of International Tourism
- Tourism Innovation and Information Activities in the Industry

### Selective courses

### Practical training

The training program is adapted to a combined education.

Students can attend both online and offline classes: they can join online classes and fully cooperate with a lecturer and group or attend the offline course in the classroom. Our campuses are fully equipped with cutting-edge interactive technologies, e-dean's office.



# Developers of the educational program

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**Roman Volodymyrovych Halenin**

Candidate of Economic Sciences,  
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# Diploma description

## BACHELOR'S DEGREE

Completing the "Tourism" program you will receive:

**Higher Education Degree - Bachelor Qualification** - Bachelor of Tourism

**Bachelor's Degree**

**Swiss Bachelor's Degree - BBA**  
(Bachelor of Business Administration)  
by Swiss Montreux Business School (SMBS).

## MASTER'S DEGREE

Completing the "International Tourism Business" program you will receive:

**Higher Education Degree - Master Qualification** - Master of Tourism

**Master's Degree**

**Swiss Master's Degree - MBA**  
(Master of Business Administration)  
by Swiss Montreux Business School (SMBS).

**TOURISM AT THE EUROPEAN SCHOOL OF BUSINESS IS THE KEY TO SUCCESSFUL AND PROFITABLE PROFESSIONAL GROWTH!**



# International European University is 100% equipped

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- Provision of premises for holding classes and control activities – 100%
- Provision of multimedia equipment for the simultaneous use in classrooms –100%
- Social and domestic infrastructure: library, reading room, food areas, assembly hall, gym, sports ground, medical station – 100%
- Provision of computer workplaces required to fulfill curricula - 100%



# INTERNATIONAL EUROPEAN UNIVERSITY

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Is a unique educational institution, which combines progressive education according to European standards.

- Student-centrism;
- Equality between students;
- Equality between teachers and students;
- Practical experience in the best national and international companies;
- Space of creativity;
- Support for initiatives and freedom.

## ACTIVE STUDENT LIFE

- Student Parliament activities: organizational work, cooperation, communication, teamwork, open training;
- Sports: IEU football team "Luxor", volleyball team, fitness;
- Events: movie nights, games, movie club, art master classes, picnics, parties;
- Experience: meetings with leading experts in various fields, lectures, workshops, career guidance;
- Science: scientific society, laboratory research, scientific groups;
- Art: vocal and dance classes, drawing classes, sound recording studio, etc.

## ACCOMMODATION & HOSTEL

The Student Hostel of International European University welcomes students for the period of study. The hostel is located near the International European University in a beautiful park area.

The infrastructure of the district is developed, and just next to the hostel of IEU there is a grocery store with everything that can meet the daily needs of IEU students.

The condition of the hostel corresponds to the current Sanitary Rules and Norms:

- there are sanitary, utility, and domestic premises for the proper functioning of the hostel;
- the dormitory planning type: each block has a toilet and a washroom.



# МІЖНАРОДНИЙ ЄВРОПЕЙСЬКИЙ УНІВЕРСИТЕТ INTERNATIONAL EUROPEAN UNIVERSITY



# Partners

1. Swiss Montreux Business School  
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2. University of Notre Dame Holy cross  
college
3. Coral Travel
4. Teztour
5. Kyiv Palace of Children and Youth
6. State Affairs Administration
7. Department of social and  
humanitarian policy and internally  
displaced persons of the Ministry  
for the reintegration of temporarily  
occupied territories of Ukraine









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# Welcome to study!



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**INTERNATIONAL  
EUROPEAN  
UNIVERSITY —**  
Europe is closer  
than you think