


**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE****NATIONAL AVIATION UNIVERSITY**

Faculty of Transport, Management and Logistics

Air Transportation Management Department

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 «27» 06 2021

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 «25» 06 2021


Quality Management System  
**COURSE TRAINING PROGRAM**  
 on

**«Organization of Interaction Between Air Transport and Tourist Companies»**

Educational Professional Program: «Air Transportation Management»

Field of study: 27 «Transport»

Speciality: 275 «Air Transport Technologies»

\*Specialization: 275.04 «Air Transport Technologies»

Training Form	Semester	Total (hours/credits ECTS)	Lectures	Practicals	Lab. classes	Self-Study	HW/CGP	TP/CP	Semester Grade
Full-time	6	120/4,0	17	–	34	69	–	–	Graded Test 6s

Index: CB-7-275-1/21-3.10**QMS NAU CTP 19.01–01–2021**



Quality Management System.  
Course Training Program

on  
«Organization of Interaction Between Air  
Transport and Tourist Companies»

Document  
Code

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2021

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Course Training Program on «Organization of Interaction Between Air Transport and Tourist Companies» is developed on the basis of Educational Professional Program «Air Transportation Management», Bachelor Curriculum and Bachelor Extended Curriculum №CB-7-275-1/21, №ECB-7-275-1/21 for Speciality 275 «Air Transport Technologies», Specialization 275.04 «Air Transport Technologies and corresponding normative documents.

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## INTRODUCTION

Course Training Program on «Organization of Interaction Between Air Transport and Tourist Companies» is developed based on the "Methodical guidance for the subject course training program", approved by the order № 249/ОД, of 29.04.2021 and corresponding normative documents.

### 1. EXPLANATORY NOTES

#### **1.1. Place, objectives, tasks of the subject.**

The subject is an integral part of the theoretical basis of knowledge and skills in training specialists of air transportation area, studying the technological subjects.

**The objective** of the subject is: ensuring a sufficient level of competence of transport specialists in matters of conditions for the formation and promotion of the tourist travel program, in mastering the basics of modern methods of interaction between aviation and tourism, acquiring skills of internal and external environment, making adequate, cost-effective management decisions on the current market. by air.

**The tasks** of the subject are:

- ☐ acquaintance of students with the general spheres of interaction of air transport and tourist enterprises;
- ☐ providing the student with the competence to interpret and evaluate trends and changes in management methods in the tourism and aviation industry (flight classes, charging system and benefits, services);

- ☐ expanding student opportunities for career growth and mobility in two sectors of the economy;
- ☐ study of the peculiarities of sales management of a tourist product.

#### **– 1.2. Learning outcomes the subject makes it possible to achieve.**

- ability to independently study the structure and organization of the aviation sector in the context of the wider tourism industry;
- the ability to independently assess the demand for tourism and aviation products, using modern technologies for tourist services;
- the ability to realize the synergistic effect in the interaction of air transport enterprises and travel companies;
- the ability to model the situational problems of consumer psychology and their impact on consumer behavior;
- ability to independently determine the factors of growth in traffic in the field of tourism.

#### **– 1.3. Competences the subject makes it possible to acquire.**

- Ability to organize the interaction of modes of transport;
- Ability to use professional knowledge and practical skills of technology, organization and management of air passenger traffic to solve engineering problems in production.

#### **1.4. Interdisciplinary connections.**

This subject is the basis for studying such subjects, as «Transport Geography», «General Course of Transport», and is base for studying following subjects, as: «Air Transportation Sales», «Air Passenger Transportation», «Quality, Risk Management and Audit of Airlines», «Efficiency of Air Transportation».


## 2. COURSE TRAINING PROGRAM ON THE SUBJECT

### **2.1. The subject content.**

Training material is structured according to module principle and consists of **one educational module, Module №1 «Tourism and Air Transportation»** that is logically complete, relatively independent, holistic part of the subject, learning of which provides module test and analysis of its performance.

### **2.2. Modular structuring and integrated requirements for each module.**

**Module №1 « Tourism and Air Transportation »**

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### **Integrated requirements to module №1:**

- **know:** historical aspects of the development of the transport travel industry; basic concepts of tourism, geography of tourism, the principles of formation of tourist routes with different means of transportation, features of the organization of travel by different modes of transport, the socio-economic role of air transport in tourism;

- **be able:** to use data on the dynamics of air transportation in tourism in the current period, to determine the structure of passenger air traffic by tourist regions.

#### **Topic 1. Tourism is a global socio-economic phenomenon of the modern world. Historical ways of tourism development. Legal regulation of tourist activity.**

Definition of tourism. Historical conditions of tourism development. Prerequisites, prospects and directions of tourism development. The concept of "visible and invisible trade", "visible and invisible exports and imports". The main countries-suppliers of tourists and countries that receive tourists.

The World Tourism Organization and its adopted international conventions on the regulation of tourism in the world. International Hotel Convention. Hotel contract. Hotel rate. The main points of the contract for travel services. Agency agreement. Types of agency agreement. Ukrainian legislation on tourism regulation.

The main objectives of state regulation of tourism. Principles of state regulation of tourist activity. Problems solved by the mechanism of state support for tourism development. The program of action of the XXI century in the field of tourism, which was adopted in Rio de Janeiro by the World Tourism Organization. State support of tourism in Ukraine.

#### **Topic 2. Types of tourism.**

Classification of tourism: depending on the direction of tourist travel, the nature of the organization, the number of participants, the duration of travel, the intensity, depending on the purpose of travel, the definition of travel and intensity of human activity during travel, age and physical capabilities, market signs. Features of the organization of business tourism. The concept of "incentive tourism". Correlation of concepts and terms "ecotourism", "nature tourism", "green rural tourism", "soft tourism", "responsible tourism", "sustainable (sustainable) tourism", etc. Features of the organization of rural tourism

#### **Topic 3. Tourism industry. Tourist and hotel activities.**

Definition of the concept of the tourism industry, hotel activities. Types, types and categories of tourism: domestic tourism, foreign tourism, inbound and outbound tourism. The concept of a tourist product. Tourism industry as a system. The purpose of travel. The difference between a tourist and a tourist.

Signs of hotels. The concept of accommodation. Categories of accommodation facilities. Individual accommodation. Basic hotel services. The purpose of hotel activities. The main models of hotel organization in the world are the Ritz model, the Kemons Wilson model and hotel chains.

Hotel financial policy. The place of statistics in the hotel industry. Room reservation forms. Three main forms of tourist service by food services.

#### **Topic 4. Formalities, standardization and certification of tourist activity. Marketing in the tourism business.**

Object of standardization in tourism. Standards of tourist service, categories of standards. Licensing of tourist activity. Licensing requirements. License terms. International practice of tourism licensing. Standard as a normative document. Certification of tourist services and hotel services.


Tourist formalities. Visas and their varieties. Medical formalities. Insurance and its specific types. Insurance risks during the trip.

The concept of the market of tourist services. Tourist market segments. Segments of the tourist market of hotel visitors. Scheme of hotel marketing services. Ten areas in which the study of the tourism market of a particular country. Research of demand for tourist services.

#### **Topic 5. Travel agents, tour operators, buyers and executors of tourist services.**

Definition of the concepts of travel agent, tour operator and contractor, the difference between them. Services provided by the tour operator. Services provided by a travel agent. The scheme of formation and implementation of a comprehensive tourist service - tour. Sale of tours wholesale and



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retail. Classification of tourist and excursion services. Tourist resources. The scheme of interaction of the subjects of the tourist market. Functional qualities of tour operators.

#### **Topic 6. Aviation services in tourism organization and implementation.**

Forms of air transportation of tourists.

Transportation by regular flights (direct and transit).

Charter. Types of charters. Aircraft rental agreement with crew. Features of the organization of charter transportations in tourism.

Small aviation services for the organization of domestic transportation to hard-to-reach areas, transportation of extreme tours, excursion programs, etc. Space tourism: current status and promising projects.

The concept of aviation tourism. Complex nature of air transportation services. Services on board. Ground services. Luggage transportation. Air transportation insurance.

Concept of flights with a limited set of services. Features of using the services of "low-cost" companies in tourism.

General rules for transportation of tourists and luggage. Flight safety.

Current trends in the development of aircraft construction: requirements for comfort and safety of tourists, taking into account the economic and environmental aspects of aircraft operation in tourist centers and resort areas.

Tourist demand and expansion of the geography of air travel. Effective logistics solutions for building a system of airfields and airports, air traffic management taking into account the interests of the tourism business. A special role of hub airports - hubs (model "Hub and Sroke"). Hub network in North America, Western Europe, East and Southeast Asia.

Interaction at the level of management structures. New trends of liberalization and principles of economic regulation of international air traffic.

#### **Topic 7. Interaction of elements of the system "Aviation-Tourism».**

Tourist travel by other modes of transport, advantages and disadvantages .. The impact of tourism on the development of civil aviation. Factors of formation and structure of the "aviation-tourism" system.

Global trends in the dynamics of international tourist flows and the volume of international passenger traffic.


Agreements between airlines and travel agencies on the terms of sale of seats on scheduled flights.

Global reservation systems: high-tech business on the channels of interaction between aviation and the tourism industry. New type of backup systems.

Tariff policy of air carriers.

#### **Topic 8. Pricing in the tourism and aviation industries.**

Price list of a travel company. Excursion tickets, accommodation prices. IATA rules: a review of the rules of aviation tariff formation. Restrictions on indirect travel. Ticket exchange rules. Change of reservation. Currency transactions. Electronic tickets. Online tickets. Issuance of tickets at the published rate.

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### 2.3. Training schedule of the subject.

№	Theme (thematic section)	Total, hours			
		Total	Lectures	Labs	Self-study
1	2	3	4	5	6
<b>Module №1 «Tourism and Air Transportation»</b>					
		<b>6 semester</b>			
1.1	Tourism is a global socio-economic phenomenon of the modern world. Historical ways of tourism development. Legal regulation of tourist activity.	14	2	2 2	8
1.2	Types of tourism	14	2	2 2	8
1.3	Tourism industry. Tourist and hotel activities.	14	2	2 2	8
1.4	Formalities, standardization and certification of tourist activity. Marketing in the tourism business.	14	2	2 2	8
1.5	Travel agents, tour operators, buyers and executors of tourist services.	13	2	2 2	7
1.6	Aviation services in tourism organization and implementation	13	2	2 2	7
1.7	Interaction of elements of the system "Aviation-Tourism »	13	2	2 2	7
1.8	Pricing in the tourism and aviation industries.	15	2 1	2 2	8
1.9	Module Test №1	10	-	2	8
<b>Total by the module №1</b>		<b>120</b>	<b>17</b>	<b>34</b>	<b>69</b>
<b>Total by the subject</b>		<b>120</b>	<b>17</b>	<b>34</b>	<b>69</b>

## 3. BASIC CONCEPTS OF GUIDANCE ON THE SUBJECT

### 3.1. Teaching methods

The following teaching methods of subject guidance are

- explanatory and illustrative method;
- method of problem presentation;
- reproductive method;
- research method.

The implementation of these methods are carried out during lectures, demonstrations, self-study, work with the educational material, analysis of transport technologies issues.


### 3.2. List of references (basic and additional)

#### Basic literature

3.2.1. Абрамов В. В. Конспект лекцій з навчальної дисципліни «Організація туризму» («Організація туристських подорожей»). – Харків: ХНУМГ ім. О. М. Бекетова, 2016. – 123 с.;

3.2.2. Баєв В. В. Основи туроперейтингу: навч. посіб. / В. В. Баєв. – К.: ДП Вид. дім Персонал, 2016. – 156 с.

3.2.3. Герасименко В. Г., Галасюк С. С. Організація надання туристичних послуг: навчальний посібник. – Одеса : Атлант, 2014. – 242 с.;

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3.2.4. Індустрія гостинності в Україні: стан і тенденції розвитку : монографія / колектив авторів ; за заг. ред. проф. В. М. Зайцевої ; Запорізький національний технічний університет. – Запоріжжя : Просвіта, 2017. – 240 с.

3.2.5. Ринки туристичних послуг: стан та тенденції розвитку: Монографія. За заг. ред. В.Г. Герасименка. - Одеса: Астропринт, 2013. - 335 с.;

3.2.6. Стрижак Е. О., Ахмедова Е. О. Особенности проведения рекламной кампании в туристической сфере // Туризм и гостеприимство. – 2018. - № 2. – С. 31-40.;

3.2.7. Матвієнко А. Т., Цись В. Г. Технологія та організація туристичної діяльності: Навч. посібник. – К.: Кондор, 2015. – 120 с.;

3.2.8. Михайліченко Г. І. Туроперейтинг : підручник / Г. І. Михайліченко. – Київ : Київ. нац. торг.-екон. ун-т, 2018. – 304 с

3.2.9. Стрижак О. О., Алдошина М. В. Проектування бізнес-процесів туристичного підприємства // Бізнес-Інформ. – 2019. – №3. – С. 170-175.

3.2.10 Валько. Лопес Родригес М.У, Михайлова О.Г. Основи туристичного бізнесу : Методичні рекомендації до практичних занять для студентів спеціальності 6.100400 «Організація перевезень і управління на транс-порті (повітряному)». – К.: НАУ, 2012. – С.32.

#### **Additional Literature**

3.2.11. ДСТУ 4268-2003. Послуги туристичні. Засоби розміщення туристів. Загальні вимоги: Від 01.07.04. – К. : Держспоживстандарт України, 2004

3.2.12. ДСТУ 4269-2003. Послуги туристичні. Класифікація готелів. Загальні вимоги: Від 01.07.04. – К. : Держспоживстандарт України, 2004

3.2.13. ДСТУ 4527-2006. Послуги туристичні.

3.2.14. Засоби розміщення. Терміни та визначення: Від 28.02.06. – К. : Держспоживстандарт України, 2006 України «Про туризм» від 18 листопада 2003 р. No 1282 // Урядовий кур'єр. – 2003. – 25 груд. (No 244) – С. 15-19.

3.2.15. Закон України «Про охорону культурної спадщини» від 08.06.2000 р. 14. Закон України «Про курорти» від 5.10.2000р. No 2026.

3.2.16. Алешугіна Н.О. Рекреаційно-туристичні ресурси України з основами туристичного ресурсознавства: навч. посібник / Н.О. Алешугіна, О.В. Барановська та інш. – Чернігів: Видавництво ЧНТУ. – 2015. – 92 с.

3.2.17. Stryzhak O. Assessment of the relationship between the tourism sector development and other sectors of economy // Economics of Development (Економіка розвитку). – 2019. – Vol. 2. – 10-18 pp.;

3.2.18. Кифяк В. Ф. Організація туризму: навч. посіб. – Чернівці: Книги XXI, 2008. – 344 с.;


#### **3.3. Internet Information resource**

3.3.1 <http://er.nau.edu.ua/handle/NAU/1639>

3.3.2. <http://er.nau.edu.ua/handle/NAU/16391>

3.3.3. <http://er.nau.edu.ua/handle/NAU/42768>



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#### 4. RATING SYSTEM OF KNOWLEDGE AND SKILLS ASSESSMENT

4.1. Assessment of certain kinds of student academic work is carried out in accordance with table 4.1.

Table 4.1

Kind of Academic Work	Maximum Grade Values
<b>6-semester</b>	
<b>Module №1 «Tourism and Air Transportation»</b>	
Kind of Academic Work	points
Carrying out Labs (106 x 8)	80 (total)
<i>For admission to complete module test №1, a student must receive not less than</i>	<i>48 points</i>
Module test №1	20
<b>Усього за модулем №1</b>	<b>100</b>
<b>Усього за дисципліною</b>	<b>100</b>

**The credit rating** is determined (in points and in a National Scale) based on the results of all types of academic work during the semester.


4.2. Completed types of educational work are credited to the student, if he received a positive rating for them.

4.3. The sum of rating assessments received by the student for certain types of completed academic work is the current modular rating assessment, which is recorded in the module control.

4.4. The final modular rating obtained by the student based on the results of the course defense and defense in points, on the national scale and ECTS scale is entered in the module control, as well as in the study card, individual student curriculum and Diploma Supplement, for example, as follows: **92 / Excellent / A, 87 / Good / B, 79 / Good / C, 68 / Sat./D, 65 / Sat./E, etc.**

4.5. The Total Grade for the subject is equal to the average grade from Total Semester Grades with its further transformation into national scale and ECTS system.

The Total Grade is recorded to the Diploma Appendix

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(Ф 03.02 – 01)

#### АРКУШ ПОШИРЕННЯ ДОКУМЕНТА

№ прим.	Куди передано (підрозділ)	Дата видачі	П.І.Б. отримувача	Підпис отримувача	Примітки

(Ф 03.02 – 02)

#### АРКУШ ОЗНАЙОМЛЕННЯ З ДОКУМЕНТОМ

№ пор.	Прізвище, ім'я, по батькові	Підпис ознайомленої особи	Дата ознайо- млення	Примітки

(Ф 03.02 – 04)

#### АРКУШ РЕЄСТРАЦІЇ РЕВІЗІЇ

№ пор.	Прізвище, ім'я, по батькові	Дата ревізії	Підпис	Висновок щодо адекватності

(Ф 03.02 – 03)

#### АРКУШ ОБЛІКУ ЗМІН

№ зміни	№ листа (сторінки)				Підпис особи, яка внесла зміну	Дата внесення зміни	Дата введен- ня зміни
	Зміненого	Заміненого	Нового	Анульо- ваного			

(Ф 03.02 – 32)

#### УЗГОДЖЕННЯ ЗМІН

	Підпис	Ініціали, прізвище	Посада	Дата
Розробник				
Узгоджено				
Узгоджено				
Узгоджено				