MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
LUTSK NATIONAL TECHNICAL UNIVERSITY
FACULTY OF CUSTOMS, MATERIALS, TECHNOLOGY, AND HOSPITALITY

APPROVED
Dean of the Faculty
_____ Valentyna TKACHUK
29.08.2026

APPROVED
First Vice-Rector
_____ Nadiia KOVALCHUK
29.08.2026

SYLLABUS

of the educational component "Travel&tourism indusrty"
higher education degree – Bachelor
field of knowledge – 24 Service Sector
specialty – 242 Tourism and Recreation
educational programme – Tourism

Department of Tourism and Hospitality

Syllabus developed by Associate Professor, PhD Yuliia DASHCHUK

The syllabus was approved at the meeting of the Department of Tourism and Hospitality, minutes No. 2 of 29.08.2026

Head of the Department DSc, Professor Liudmyla MATVIICHUK

Reviewed and approved by the support group of the educational programme "Tourism", minutes No. 2 of 29.08.2026

Guarantor of the educational programme "Tourism" PhD, Associate Professor Yuliia DASHCHUK

Approved by the Scientific and Methodological Council of the University, minutes No. 1/a of 29.08.2026

Approved syllabus online:
https://e.lntu.edu.ua/syllabus/3532

Lutsk – 2026

SYLLABUS OF THE EDUCATIONAL COMPONENT "Travel&tourism indusrty"

Educational programme	Tourism
Field of knowledge / Specialty	24 Service Sector / 242 Tourism and Recreation
Level of higher education	first (bachelor's)
Course status	elective
Language of instruction	English
Workload	5 ECTS credits / 150 hours
Form of final assessment	pass/fail test
Lecturer(s)	PhD, Associate Professor Yuliia DASHCHUK

1. Course aim and objectives

Aim: The aim of the course is to develop students' knowledge and understanding of the modern travel and tourism industry, its main sectors, key stakeholders, and current trends. The course focuses on the impact of digital technologies, sustainability, changing tourist needs, and global challenges on tourism and hospitality businesses. It also aims to develop students' practical communication, critical thinking, and teamwork skills through the analysis of real-world examples and industry cases, preparing them for professional work in tourism and hotel and restaurant business.

Objectives: To develop students' understanding of the structure, key stakeholders and current trends of the travel and tourism industry; explore the role of digital technologies, sustainability and innovation; and develop practical skills for analysing industry challenges and communicating effectively in English in tourism and hospitality contexts.

2. Competences

SC06 — Understanding the processes of organizing travel tours and comprehensive tourism services (hospitality, catering, transportation, excursion, and recreational services).

SC08 — Understanding the principles, processes, and technologies involved in managing a tourism industry entity and its subsystems.

SC14 — Ability to work in an international environment based on a positive attitude towards cultural differences, respect for diversity and multiculturalism, understanding of local and professional traditions of other countries, and the recognition of cross-cultural challenges in professional practice.

SC01 — Knowledge and understanding of the subject area and understanding the specifics of professional activity.

3. Course structure, distribution of hours, links between topics and competences

No.	Topic	Lectures full-time/ part-time	Pract./ Semin./ lab full-time/ part-time	Self-study full-time/ part-time	Total	Teaching methods	Assessment methods	SC
Content module 1. Understanding the Travel & Tourism Industry								
1	Topic 1. The Travel & Tourism Industry: Structure and Key Players	5/1	5/1	13/20	23/22	TM1, TM2	AM2, AM9	SC01, SC06, SC08

No.	Topic	Lectures full-time/ part-time	Pract./ Semin./ lab full-time/ part-time	Self-study full-time/ part-time	Total	Teaching methods	Assessment methods	SC
2	Topic 2. Tourist Behaviour and Changing Customer Needs	5/1	5/1	13/19	23/21	TM1, TM2	AM2, AM9	SC06, SC14, SC01
3	Topic 3. Tourism Products, Services and Customer Experience	4/1	4/1	13/19	21/21	TM1, TM2	AM2, AM9	SC06, SC01, SC08
4	Topic 4. Global Tourism Trends and New Forms of Travel	4/1	4/–	13/21	21/22	TM1, TM2	AM2, AM9	SC01, SC06, SC14
Content module 2. Innovation and Sustainable Development in Tourism & Hospitality								
5	Topic 5. Digital Technologies and AI in Travel & Tourism	4/1	4/1	13/20	21/22	TM1, TM2	AM2, AM9	SC01, SC08
6	Topic 6. Sustainable and Responsible Tourism & Hospitality	4/–	4/1	13/20	21/21	TM1, TM2	AM2, AM9	SC01, SC14, SC06
7	Topic 7. Tourism Business Management in a Changing World	4/1	4/1	12/19	20/21	TM1, TM2	AM2, AM9	SC01, SC06, SC08
	Total	**30/6**	**30/6**	**90/138**	**150/150**			

Legend: SC — special (professional) competence (number according to section 2). The full wording of each code is given in the educational programme / standard of the specialty.

Teaching methods: TM1 — verbal method (lecture, discussion, interview, etc.); TM2 — practical method (laboratory and practical classes).

Assessment methods: AM2 — oral or written survey; AM9 — pass/fail test.

4. Sustainable Development Goals

SDG 4 – Quality Education

SDG 8 – Decent Work and Economic Growth

SDG 17 – Partnerships for the Goals

5. Non-formal education

Prometheus [Online platform]. Available at: https://prometheus.org.ua/courses-catalog

Learning outcomes acquired through formal, non-formal, or informal education may be recognized in accordance with LNTU procedures. Proof of completion may include certificates from thematic training sessions, webinars, or online courses accompanied by a description of the achieved learning outcomes and, if necessary, a short verification task or portfolio.

6. Assessment criteria and forms of control

Assessment is based on a 100-point scale (national scale / ECTS). Final grade = continuous assessment (50 %) + module tests (50 %).

Academic integrity: independent completion of assignments; correct citation of sources; marking parts of the text generated by AI tools. Violations of academic integrity are not tolerated.

7. Content of topics

Topic 1. The Travel & Tourism Industry: Structure and Key Players

Main sectors of the industry; travel agencies and tour operators; transport, accommodation, food services, attractions and destinations; cooperation between tourism and hospitality businesses.

Topic 2. Tourist Behaviour and Changing Customer Needs

Tourist motivations and expectations; travel preferences across generations; personalised experiences; wellness and slow tourism; changing patterns of travel and consumption.

Topic 3. Tourism Products, Services and Customer Experience

Tourism and hospitality products; service quality; customer journeys; experience design; storytelling and local identity; creating memorable experiences for visitors.

Topic 4. Global Tourism Trends and New Forms of Travel

Cultural, adventure, rural, culinary, wellness and accessible tourism; solo travel; digital nomads; short breaks; emerging travel markets and new visitor experiences.

Topic 5. Digital Technologies and AI in Travel & Tourism

Online booking platforms; social media and digital marketing; artificial intelligence; chatbots and virtual assistants; smart destinations; data-driven decisions; benefits and risks of digitalisation.

Topic 6. Sustainable and Responsible Tourism & Hospitality

Environmental, social and economic sustainability; responsible tourist behaviour; local food and short supply chains; waste reduction; energy efficiency; community-based tourism; accessibility and inclusive services.

Topic 7. Tourism Business Management in a Changing World

Business models and innovation; entrepreneurship; crisis management and resilience; changing workforce needs; collaboration between businesses and local communities; future skills and career opportunities in tourism and hospitality.

8. Individual assignments

Not provided for by the curriculum.

9. Self-study

№	Topic Name	Content of Independent Tasks	Full-time, hrs	Part-time, hrs	Control Form
1	Topic 1. The Travel & Tourism Industry: Structure and Key Players	1) Examine how tour operators, hotels, and transport companies cooperate in creating a tour package. 2) Analyze a real-life example of a business partnership between a travel agency and local service providers. 3) Prepare a summary on how tourism associations support local business growth.	13	13	Presentation, summary notes

2	Topic 2. Tourist Behaviour and Changing Customer Needs	1) Compare travel preferences across different generations (Gen Z, Millennials, Baby Boomers). 2) Analyze popular travel trends such as slow tourism, eco-travel, and personalized trips. 3) Create a profile of a target customer for a niche travel product.	13	19	Comparative table, customer profile
3	Topic 3. Tourism Products, Services and Customer Experience	1) Create a step-by-step Customer Journey Map (CJM) for a specific travel product or hotel stay. 2) Explore how local storytelling can be used in excursion programs. 3) Formulate 5 basic rules for improving service quality in a travel business.	13	19	Customer Journey Map, report
4	Topic 4. Global Tourism Trends and New Forms of Travel	1) Research modern travel formats: digital nomads, solo travelers, and short city breaks. 2) Analyze how hotels and travel agencies adapt their services to meet the needs of solo travelers and digital nomads. 3) Prepare a short overview of popular city break packages.	13	21	Analytical report, presentation
5	Topic 5. Digital Technologies and AI in Travel & Tourism	1) Review practical AI tools (like ChatGPT) used for itinerary planning, booking automation, and content creation. 2) Describe how chatbots and online booking systems improve customer support. 3) Create a guide on using digital tools in a travel agency's daily operations.	13	20	Essay, practical guide
6	Topic 6. Sustainable and Responsible Tourism & Hospitality	1) Develop a checklist of simple energy-saving and waste-reduction practices for a hotel or travel office. 2) Explore how sourcing local food supports sustainable tourism. 3) Prepare a "Green Tourist Code" with rules for responsible behavior.	13	20	Eco-checklist, tourist code
7	Topic 7. Tourism Business Management in a Changing World	1) Study how travel companies handle crises and adapt to sudden market shifts. 2) Identify key professional skills required for future tourism managers. 3) Propose 3-4 initiative ideas for a travel business to support the local community.	12	19	Crisis action plan, report

	Total		90	138	

10. General requirements

The educational process is governed by the academic regulations of LNTU. Students are required to read the requirements set out in the LNTU Code of Academic Integrity and the LNTU Policy on the Ethical Use of Artificial Intelligence, and to adhere to the principles of academic integrity and the ethical use of artificial intelligence in their educational activities.

Academic integrity. Participants of the educational process must comply with the Law of Ukraine "On Academic Integrity" of 18.12.2025 No. 4742-IX and the internal regulations of LNTU. Academic plagiarism, fabrication, falsification, misappropriation of authorship, non-independent completion of assignments, as well as dishonest use of results generated by artificial intelligence are not allowed.

Use of artificial intelligence. Artificial intelligence tools may be used to search for ideas, explain methods, provide preliminary structuring, language editing and auxiliary analysis of non-confidential data, unless a specific assignment requires fully independent work. Students must indicate the tool used, the purpose and the stage of its use, check facts and calculations, and justify their conclusions independently.

11. References

I. Teaching and methodological materials

Works by other authors:

1. Introduction to Tourism and Hospitality in BC – 2nd Edition. https://opentextbc.ca/introtourism2e/

II. Scientific works

Works by the syllabus author:

2. Dashchuk Y., Matviichuk L., Zubekhina T. Glamping as a tool for sustainable tourism development of protected areas: Ukraine's experience. Sport i Turystyka. Środkowoeuropejskie Czasopismo Naukowe. 2024. Vol. 7. Issue 3. Pp. 113-132. URL: https://repository.lntu.edu.ua/handle/123456789/5323

3. Liudmyla Matviichuk, Olena Liutak, Yuliia Dashchuk, Mykhailo Lepkiy, Svitlana Sidoruk Information system for diagnostic competitivenessof the hospitality industry of the region of Ukraine. Informatyka, Automatyka, Pomiary w Gospodarce i Ochronie Środowiska. Wydanie pod redakcją naukowąprof. dr hab. inż. Waldemara Wójcika. Vol. 13 № 4. 2023. P. 132-138. DOI: https://doi.org/10.35784/iapgos.5394

4. Matviichuk, L., Lepkyi, M., Dashchuk, Y., Sydoruk, S., & Mezentseva, I. Approach to formation of enogastronomic tourism based on the geographical indication system. Journal of Geology, Geography and Geoecology/ 2023/ 31(4). P. 689-701. DOI: https://doi.org/https://doi.org/10.15421/112265

5. Матвійчук Л. Ю., Дащук Ю. Є. Європейський вектор сталого розвитку індустрії гостинності України. Економіка та суспільство. 2022. № 45. С. 1-6. / URL: https://doi.org/10.32782/2524-0072/2022-45-28

6. Dashchuk, Y. ., Matviichuk, L., Lepky M., & Sidoruk, S. FINANCIAL SUPPORT OF CULTURE, TOURISM AND CREATIVE INDUSTRIES IN UKRAINE: OPPORTUNITIES AND PROSPECTS. Financial and Credit Activity Problems of Theory and Practice. 2021. № 5(40). P. 620–630. DOI: https://doi.org/10.18371/fcaptp.v5i40.245257

7. Вахович І. М., Дащук Ю. Є. Особливості узгодження інтересів стейхолдерів та механізми їх співпраці у туристично-рекреаційній галузі регіону. Економічний форум. 2021. Т. 1, № 2. С. 19–28. / URL: https://doi.org/10.36910/6775-2308-8559-2021-2-3

Works by other authors:

8. Succurro, M. (2026). Digital transformation in tourism SMEs: A strategic imperative in the evolving business landscape. Economia e Politica Industriale, 53(3). https://doi.org/10.1007/s40812-026-00395-2

9. Alves, J., Arantes, L., & Moreira, A. C. (2025). AI-powered sustainable tourism: Aligning innovations with the sustainable development goals. Tourism and Hospitality Research.

https://doi.org/10.1177/14673584251409416

10. Filimonau, V., Ashton, M., Derqui, B., & Hernandez-Maskivker, G. (2025). Exploring how artificial intelligence (AI) can enable sustainability in the hospitality industry. Sustainable Development. https://doi.org/10.1002/sd.70146

11. Bulchand-Gidumal, J., Secinario, E. W., O'Connor, P., & Buhalis, D. (2024). Artificial intelligence's impact on hospitality and tourism marketing: Exploring key themes and addressing challenges. Current Issues in Tourism. https://doi.org/10.1080/13683500.2023.2229480

III. Information resources

12. UN Tourism Academy — Tourism Online Academy. https://www.unwto-tourismacademy.ie.edu/

13. UN Tourism — Accessibility Guidelines for Tourism Businesses. https://www.untourism.int/accessibility-tourism-publications-guidelines