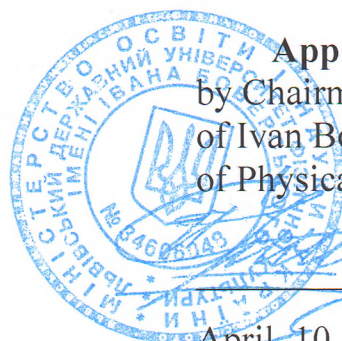


**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE**  
**IVAN BOBERSKYI LVIV STATE UNIVERSITY OF PHYSICAL CULTURE**



**Approved**

by Chairman of the Admissions Board  
of Ivan Boberskyi Lviv State University  
of Physical Culture

Yevhenii PRYSTUPA

April, 10, 2023



**PROGRAMME**

of professional entrance examination

in **Tourism and recreation**

for obtaining the second (Master's) level of higher education

in the subject area 242 "*Tourism and recreation*"

Considered and approved  
at the meeting of the Admissions Board  
of Ivan Boberskyi Lviv State University  
of Physical Culture  
record No 6, April, 10, 2023

## **Explanatory Note**

The professional examination aims to identify the theoretical knowledge and practical skills acquired by students while studying for obtaining a bachelor's degree, master's degree and a specialist's qualification level. The content of the examination comprises tasks from the following disciplines: Basics of Tourism Studies, Organization of Tourist Trips, Tour Operating, Organization of Hotel Business, Organization of Restaurant Business.

The examination is held in the form of oral answers to the questions of the exam card. The answers are graded by a 200-point scale system.

According to the Rules of Admission to Ivan Boberskyi Lviv State University of Physical Culture, the minimum number of examination points for admission to the competition for enrolment is 100 points for full-time and part-time education.

An applicant with less than 100 points is not allowed to participate in the competition for enrolment. If the applicant is absent or refuses to do the examination – points are not scored and the entrant is deprived of the right to further participate in the entrance examinations and does not compete for enrolment in Ivan Boberskyi Lviv State University of Physical Culture.

## CONTENT OF THE PROGRAMME

History of world tourism development. Periodization of tourism history. Prerequisites for tourism development in Ukraine. The modern period of tourism in Ukraine.

International tourism cooperation. Tourist locations in the world. History of the World Tourism Organization (WTO). WTO structure. The main functions of the World Tourism Organization. Cultural-historical and socio-economic significance of tourism in the development of society.

Types of tourism business. Procedure for establishing a tourism business. Regulations of a tourism business. The main legislative documents governing tourism activities. Basic conditions for licensing tourism activities in Ukraine.

Types of tour operating and tour operators, spheres of their work. External and internal factors in tour operating. The content and features of tour project preparation. The content of tour planning and its main stages. Forms of cooperation with hotels and transport companies. The content of tour as a subject of advertising campaign. Cooperation of a tour operator with travel agents. Agency agreement. Classification of travel agents. The content and types of conflicts in tour operating.

Forms and types of tourism. Types of routes and tours. Tourist stay programs.

Pricing in tourism. The price in a complex of marketing a tourism business. Factors and goals of pricing. Methods of pricing in tourism. Selection and implementation of pricing strategy.

Basics of tour operating. Work organization in travel agency. Techniques of organizing a tourist travel. Determining the price of a tour. Contractual relationship in tourism. Travel documents. Tourism formalities.

Basics of sightseeing. Sightseeing tour as a type of tourist activity. Classification of sightseeing tours. Methods of developing a sightseeing tour. Methods of conducting a sightseeing tour.

Characteristics of the main stages of development in the global hospitality industry from ancient times to the present day. Characteristics of the main stages of development in the hospitality industry of Ukraine. Current trends in the hospitality industry.

Classification of accommodation facilities. Types of hotels. Classification of hotels. The main criteria for hotel comfort. International hotel classification systems.

Organizational structure of managing a hotel business. Modern hotel reservation systems. Hotel reception service. Hotel check-in service. Hotel housekeeping techniques. Animation service techniques. Additional services in hotels.

Types of restaurants. The concept of catering. Customer service in hotel restaurants. Catering in different types of tourism. Business tourist service. Transport services for tourists. Functioning of catering establishments for tourists.

## EVALUATION CRITERIA

Competence levels	Points	Criteria
I. Basic	<b>0-69</b>	The entrant does not prove knowledge of the main programme material; is not familiar with the programme issues; does not know the basic literature.
	<b>70-99</b>	The entrant proves considerable gaps in knowledge of the main programme material; is not very familiar with the program issues; makes fundamental mistakes; makes mistakes in delivering the major principles of the issue; presents partial knowledge of the program material.
II. Average	<b>100-135</b>	The entrant proves knowledge of the main programme material, but makes some mistakes in delivering the major principles of the issue; presents incomplete knowledge of the programme material.
III. Sufficient	<b>136-149</b>	The entrant proves knowledge of the programme material; knows the basic literature; makes some mistakes in delivering the issue, is inconsistent in presenting the material, does not emphasize the key points.
	<b>150-163</b>	The entrant proves knowledge of the programme material; knows the basic literature; delivers the issue properly, but is inconsistent in logical presenting the material, or does not emphasize the key points.
IV. High	<b>164-179</b>	The entrant proves knowledge of the programme material; presents ability to analyse the summary of key principles; knows the basic literature and some additional literature.
	<b>180-200</b>	The entrant proves comprehensive, systematic, profound knowledge of the programme material; presents ability to creatively analyse the summary of key principles; knows the basic and additional literature.

**RECOMMENDED LITERATURE**

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3. Галасюк С. С. Організація туристичних подорожей та екскурсійної діяльності : Навч. посіб. Реком. МОНмолодьспорту України / С. С. Галасюк, С. Г. Нездоймінов. – К. : ЦУЛ, 2013. – 178 с.
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12. Організація туризму: підручник / І.М. Писаревський, С.О. Погасій, М.М. Поколюдна та ін.; за ред. І.М. Писаревського. – Х.:ХНАМГ, 2008. – 541 с.
13. Сокол Т. Г. Організація обслуговування в готелях і туристичних комплексах / Т. Г. Сокол. – К.: Альто-прес. 2009. – 447 с.
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