

**Faculty of International Economics and Administration**  
**Department of Administration and Management**  
**Professional Area: Administration and Management**  
**Major: Business Administration – Business Administration in Tourism**  
**Educational-and-qualification degree: Master**

## **COURSE DESCRIPTION**

1. Course unit title: Tour-operator, Tour Agency and Transportation Activities
2. Course unit code: TUR 3040
3. Type of course: compulsory
4. Level of course unit: Master
5. Year of study: first
6. Semester when the course unit is delivered: second
7. Number of ECTS credits allocated: 6
8. Name of lecturer(s): associate prof. Miglena Temelkova, Ph. D.
9. Learning outcomes of the course unit – knowledge, skills and competences acquired:  
Course focuses more on knowledge for managers and leaders of tourist companies and sites. The students acquire managing knowledge for the various levels of tourist company management.
10. Mode of delivery: face-to-face.
11. Prerequisites and co-requisites: knowledge of: Foundations of Management, Tourism Management, Hospitality Management, Marketing in Tourism, etc.
12. Course contents (annotation): the course of lectures includes main topics in the field of the organization of tour operators and tour agencies and transportation companies. They include: management and organization of tour operators and tour agencies; international and European organizations; international and European standards and requirements; marketing and advertising, personnel performance, financial and economic activity; trade contracts between tour operators, hotel managers and foreign companies.
13. Recommended or required reading:
  - Темелкова М., Управление на туроператорската, агентска и транспортна дейност, Колор принт, Вн., 2009;
  - Нешков, М., Туроператорска, агентска и транспортна дейност, ИУ Варна, 2000;
  - Цветнен Цветков., Стопанска логистика . 2001
  - Закон за Българските държавни железници, С., ДВ, бр. 53 / 1995; изм. ДВ бр.124 / 1998;
  - Закон за гражданското въздухоплаване, С., ДВ, бр. 94 / 1972; изм. бр. 85 / 1998;
14. Planned learning activities and teaching methods: lection, seminars.
15. Assessment methods and criteria: Written exam. The inspection and evaluation of knowledge and skills to carry out the following forms:
  - presence and a check of knowledge in seminars - 30%;
  - assessment test carried out during the session - 70%.
16. Language of instruction: Bulgarian.
17. Work placement(s): The work placement is in tourist sites.