

## **BA IN TOURISM (taught in Bulgarian)**

### **Brief overview of the program:**

Tuition in the first two years of the program covers general education, instruction in the main academic areas of the major in two-semester courses such as Statistics, Fundamentals of Law, General Sociology, Political Sciences, State and Public Governance, Introduction to Social Psychology, and practical courses such as Microeconomics, Macroeconomics, International Economics, Economic History, Fundamentals of Marketing, etc. Throughout the third and fourth year, training is organized in specialized courses in the program, as well as out-of-class modes of instruction.

In the fourth year of studies, the program offers two concentrations leading to a professional qualification:

- Tourism Management
- Cultural Tourism Management

### **Major and professional qualification:**

Specialization: **Cultural Tourism**

Major: Cultural Tourism

Qualification: Cultural Tourism Manager

Specialization: **Tourism Management**

Major: Tourism Management

Qualification: Tourism Manager

### **Practical Training:**

The practical training consists of internships in companies involved in the hotel and catering business, as well as travel agencies.

The program provides opportunities for international student mobility in co-operation with universities in Italy, Germany, France, Switzerland, Russia, Portugal and Finland.

### **Competences of program graduates:**

Program graduates have:

- gained knowledge of the economic principles and laws, as well as the characteristics and consistent patterns of development in the tourism industry;
- acquired the skills required to organize and manage a tourist company in the sphere of the hotel and catering industry and mediation services.

### **Graduation:**

To successfully complete the bachelor's degree program, students have to accumulate the required number of credits and then sit a state examination. Apart from the professional qualification awarded by the program, students could also acquire additional qualifications by enrolling in a minor program.

The terms and procedures for graduation are as defined in the Standard for Completion of Bachelor's or Master's Degree Programs at New Bulgarian University.

### **Professional qualification and career prospects:**

Program graduates could pursue a career as a Specialists in Tourism Management, Specialists in Cultural Tourism, managers and employees in hotels, restaurants, travel agencies, tour operators, art galleries, museums, etc.

### **Department which proposed the program:**

Business Administration

First year, First semester

Core courses
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<b>GENB016D Fundamentals of Law</b>	Assoc. Prof. Boris Landzhev, PhD	60 academic hours, 6 credits
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Practical credit courses		
<b>BAEB006D Introduction to Tourism</b>	Assoc. Prof. Irena Emilova, PhD	30 academic hours, 3 credits
<b>BAEB401D Economic Theories</b>	Assoc. Prof. Ninel Nesheva-Kyoseva, PhD	30 academic hours, 3 credits

First year, Second semester

Core courses		
<b>GENB002D Statistics</b>	Prof. Krassimir Kalinov, PhD Prof. Dimitar Damgaliev, PhD Prof. Zhozef Tellalyan, PhD	60 academic hours, 6 credits
Practical courses (credit-bearing)		
<b>BAEB003D Principles of Microeconomics</b>	Assoc. Prof. Stefan Stefanov, PhD	30 academic hours, 3 credits
<b>BAEB302D Comparative Business History</b>	Assoc. Prof. Ninel Nesheva-Kyoseva, PhD	30 academic hours, 3 credits

Second year, Third semester

Core courses		
<b>GENB013D Introduction to Social Psychology</b>	Assoc. Prof. Elena Paspalanova, PhD	60 academic hours, 6 credits
Practical credit courses		
<b>BAEB005D Principles of Macroeconomics</b>	Assoc. Prof. Stefan Stefanov, PhD	30 academic hours, 3 credits
<b>BAEB010D Tourist Resources</b>	Assist. Prof. Milena Karailieva, PhD	30 academic hours, 3 credits
<b>BAEB301D Fundamentals of Business Management</b>	Assoc. Prof. Kristiyan Hadzhiev	30 academic hours, 3 credits
<b>BAEB304D Fundamentals of Accounting</b>	Assoc. Prof. Krassimir Jordanov, PhD	30 academic hours, 3 credits

Second year, Fourth semester

Core courses		
<b>GENB010D General Sociology</b>	Assoc. Prof. Antony Galabov, PhD	60 academic hours, 6 credits
Practical credit courses		
<b>BAEB305D Fundamentals of Marketing</b>	Assoc. Prof. Nadezhda Dimova, PhD	30 academic hours, 3 credits
<b>BAEB406D International Economics</b>	Assoc. Prof. Stefan Stefanov, PhD	30 academic hours, 3 credits
<b>BAEB414D Introduction to Finance</b>	Assoc. Prof. Reneta Dimitrova PhD	30 academic

		hours, 3 credits
<b>BAEB415D Regional Economics</b>	Prof. Ludmil Georgiev, PhD Assoc. Prof. Juliana Galabinova, PhD	30 academic hours, 3 credits

Third year, Fifth semester

Core courses		
<b>BAEB535D Marketing Management</b>	Assoc. Prof. Galina Mladenova, PhD Assoc. Prof. Nadya Marinova, PhD	30 academic hours, 3 credits
<b>BATB501D Technology and Organization of Tourist Activities</b>	Assoc. Prof. Irena Emilova, PhD	30 academic hours, 3 credits
<b>BATB503D Economics of Tourism</b>	Assoc. Prof. Angel Georgiev, PhD	30 academic hours, 3 credits
<b>BATB504D Geography of Tourism</b>	Prof. Peter Slaveikov	30 academic hours, 3 credits
<b>BATB505D Tour Guiding</b>	Assoc. Prof. Mariana Yaneva	30 academic hours, 3 credits
<b>BATB506D Tour Operator and Travel Agent Activities – Part 1</b>	Assoc. Prof. Irena Emilova, PhD	30 academic hours, 3 credits
<b>BATB507D International Tourism</b>	Assoc. Prof. Elenita Velikova, PhD	30 academic hours, 3 credits
<b>BATB510D Hotel and Catering Business – Part 1</b>	Assoc. Prof. Sonya Alexieva, PhD	30 academic hours, 3 credits
Out-of-class modes of instruction (credit-bearing)		
<b>BATB508D Independent study: Tour Operator and Travel Agent Activities</b>	Assoc. Prof. Irena Emilova, PhD	30 academic hours, 3 credits
<b>BATB509D Practicum: Tour Guiding</b>	Assist. Prof. Teodora Rizova, PhD	90 academic hours, 9 credits
<b>BATB511D Developing a written paper—Part 1</b>	Assoc. Prof. Sonya Alexieva, PhD Assist. Prof. Vanya Hadzhieva, PhD Assist. Prof. Milena Karailieva, PhD Assist. Prof. Teodora Rizova, PhD	60 academic hours, 6 credits
<b>BATB512D Presenting the written paper to a panel—Part 1</b>	Assoc. Prof. Sonya Alexieva, PhD Assist. Prof. Vanya Hadzhieva, PhD Assist. Prof. Milena Karailieva, PhD Assist. Prof. Teodora Rizova, PhD	60 academic hours, 6 credits

Third year, Sixth semester

Core courses		
<b>BAEB702D Human Resources Management</b>	Assist. Prof. Milena Karailieva, PhD	30 academic hours, 3

		credits
<b>BATB602D Tourist and Sports Animation</b>	Assoc. Prof. Elenita Velikova, PhD	30 academic hours, 3 credits
<b>BATB603D Tourism Management</b>	Assoc. Prof. Mihail Mihailov, PhD Assist. Prof. Milena Karailieva, PhD	30 academic hours, 3 credits
<b>BATB604D Hotel and Catering Business – Part 2</b>	Assoc. Prof. Sonya Alexieva, PhD	30 academic hours, 3 credits
<b>BATB605D Psychology and Tourist Behaviour</b>	Assoc. Prof. Dimitar Panayotov, PhD Assist. Prof. Milena Karailieva, PhD	30 academic hours, 3 credits
<b>BATB606D Competitiveness of the Tourist Product</b>	Assist. Prof. Milena Karailieva, PhD	30 academic hours, 3 credits
<b>BATB607D Financing a Tourist Enterprise</b>	Assoc. Prof. Reneta Dimitrova, PhD	30 academic hours, 3 credits
<b>BATB610D Tour Operator and Travel Agent Activities – Part 2</b>	Assoc. Prof. Irena Emilova, PhD	30 academic hours, 3 credits
Out-of-class modes of instruction (credit-bearing)		
<b>BATB608D Independent study: Financing a Tourist Enterprise</b>	Assoc. Prof. Reneta Dimitrova, PhD	30 academic hours, 3 credits
<b>BATB609D Practicum: Analysis and Assessment of Competitiveness in Tourism</b>	Assoc. Prof. Milena Karailieva, PhD	90 academic hours, 9 credits
<b>BATB611D Developing a written paper—Part 2</b>	Assoc. Prof. Sonya Alexieva, PhD Assist. Prof. Vanya Hadzhieva, PhD Assist. Prof. Milena Karailieva, PhD Assist. Prof. Teodora Rizova, PhD	60 academic hours, 6 credits
<b>BATB512D Presenting the written paper to a panel—Part 2</b>	Assoc. Prof. Sonya Alexieva, PhD Assist. Prof. Vanya Hadzhieva, PhD Assist. Prof. Milena Karailieva, PhD Assist. Prof. Teodora Rizova, PhD	60 academic hours, 6 credits

Fourth year, Seventh semester

Cultural Tourism

Core courses		
<b>APLB701D Cultural Heritage and International Policies</b>	Assoc. Prof. Irena Bokova, PhD	30 academic hours, 3 credits
<b>APLB702D Cultural Diversity: Ethnic and Religious Communities</b>	Assoc. Prof. Vasil Garnizov, PhD Assoc. Prof. Magdalena Elchinova, PhD	30 academic hours, 3 credits

	Assoc. Prof. Plamen Bochkov, PhD	
<b>APLB703D Cultural Geography of Bulgaria</b>	Assoc. Prof. Vasil Garnizov, PhD Assoc. Prof. Magdalena Elchinova, PhD Assoc. Prof. Plamen Bochkov, PhD	30 academic hours, 3 credits
<b>BATB710D Event Management</b>	Assoc. Prof. Sonya Alexieva, PhD Assist. Prof. Stefania Temelkova, PhD	30 academic hours, 3 credits
<b>BATB711D Planning and Organization of Cultural Tourism</b>	Assist. Prof. Milena Karailieva, PhD	30 academic hours, 3 credits
<b>HACB712D Antique Artistic Heritage in Bulgaria</b>	Prof. Ivan Marazov, PhD Assoc. Prof. Tatyana Shalganova, PhD	30 academic hours, 3 credits
<b>HACB713D Renaissance Art in the Development of Tourism</b>	Assist. Prof. Vladimir Dimitrov, PhD	30 academic hours, 3 credits
<b>HISB714D Museums in Bulgaria</b>	Assoc. Prof. Valentina Ganeva-Marazova, PhD	30 academic hours, 3 credits
Out-of-class modes of instruction (credit-bearing)		
<b>BATB713D Developing a written paper—Part 3</b>	Assoc. Prof. Sonya Alexieva, PhD Assist. Prof. Vanya Hadzhieva, PhD Assist. Prof. Milena Karailieva, PhD Assist. Prof. Teodora Rizova, PhD	60 academic hours, 6 credits
<b>BATB714D Presenting the written paper to a panel—Part 3</b>	Assoc. Prof. Sonya Alexieva, PhD Assist. Prof. Vanya Hadzhieva, PhD Assist. Prof. Milena Karailieva, PhD Assist. Prof. Teodora Rizova, PhD	60 academic hours, 6 credits
<b>HACB715D Internship: Designing Tourist Itineraries and Preparing Tour Guide Talks</b>	Assist. Prof. Vladimir Dimitrov, PhD	120 academic hours, 12 credits

Fourth year, Eighth semester

Cultural Tourism

Core courses		
<b>BATB806D Entertainment Tourism</b>	Assoc. Prof. Irena Emilova, PhD	30 academic hours, 3 credits
<b>BATB808D Pilgrimage Tourism</b>	Assoc. Prof. Ninel Nesheva-Kyoseva Assoc. Prof. Irena Emilova, PhD	30 academic hours, 3 credits
<b>BATB809D Wine Tourism</b>	Assoc. Prof. Sonya Alexieva, PhD	30 academic hours, 3 credits
<b>BATB810D Cultural Heritage on the Territory of Bulgaria from the Ottoman Era</b>	Assoc. Prof. Zarko Zhdrakov, PhD	30 academic hours, 3 credits
<b>BATB811D Tourism Fairs, Exhibitions and Cultural Attractions</b>	Assoc. Prof. Sonya Alexieva, PhD Assist. Prof. Stefania Temelkova, PhD	30 academic hours, 3 credits
<b>HACB812D Representing Bulgarian Cultural Heritage</b>	Assoc. Prof. Irina Genova PhD Assist. Prof. Vladimir Dimitrov, PhD Assist. Prof. Rossitsa Gitcheva, PhD	30 academic hours, 3 credits

Out-of-class modes of instruction (credit-bearing)		
<b>HACB813D Internship in a museum and a gallery</b>	Assoc. Prof. Valentina Ganeva-Marazova Assoc. Prof. Tatyana Shalganova Assist. Prof. Vladimir Dimitrov, PhD	180 hours, 18 credits

Fourth year, Seventh semester

Tourism Management

Core courses		
<b>BATB701D Tourism Market and Economic Policy</b>	Assoc. Prof. Irena Emilova, PhD	30 academic hours, 3 credits
<b>BATB702D Organisation of Transport</b>	Assoc. Prof. Irena Emilova, PhD	30 academic hours, 3 credits
<b>BATB703D Quality Management Systems</b>	Prof. Manol Ribov, PhD	30 academic hours, 3 credits
<b>BATB704D Tourism Advertising and Public Relations</b>	Assoc. Prof. Sonya Alexieva, PhD Assist. Prof. Stefania Temelkova, PhD	30 academic hours, 3 credits
<b>BATB705D Management and Accountability of Environmental Resources in the Tourism Industry</b>	Assoc. Prof. Ninel Nesheva-Kyoseva, PhD	30 academic hours, 3 credits
<b>BATB706D Prices and Pricing of the Tourist Product</b>	Assist. Prof. Vanya Hadzieva, PhD	30 academic hours, 3 credits
<b>BATB707D European Standards and Regulation in the Tourist Industry</b>	Assist. Prof. Milena Karailieva, PhD Assist. Prof. Teodora Rizova, PhD	30 academic hours, 3 credits
<b>BATB708D Information and Booking Systems in the Tourist Industry</b>	Assoc. Prof. Maria Nikolova, PhD	30 academic hours, 3 credits
Out-of-class modes of instruction (credit-bearing)		
<b>BATB709D Internship: Tour Operator and Travel Agent Activities</b>	Assoc. Prof. Irena Emilova	120 academic hours, 12 credits
<b>BATB713D Developing a written paper—Part 3</b>	Assoc. Prof. Sonya Alexieva, PhD Assist. Prof. Vanya Hadzhieva, PhD Assist. Prof. Milena Karailieva, PhD Assist. Prof. Teodora Rizova, PhD	60 academic hours, 6 credits
<b>BATB714D Presenting the written paper to a panel—Part 3</b>	Assoc. Prof. Sonya Alexieva, PhD Assist. Prof. Vanya Hadzhieva, PhD Assist. Prof. Milena Karailieva, PhD Assist. Prof. Teodora Rizova, PhD	60 academic hours, 6 credits

Fourth year, Eighth semester

Tourism Management

Core courses		
<b>BATB801D Accounting and Control in the Tourism Industry</b>	Assoc. Prof. Krassimir Yordanov, PhD	30 academic hours, 3 credits
<b>BATB802D Gambling Tourism</b>	Georgi Georgiev, PhD	30 academic hours, 3 credits
<b>BATB803D SPA Tourism and Balneology</b>	Assist. Prof. Milena Karailieva, PhD Assist. Prof. Teodora Rizova, PhD	30 academic hours, 3 credits
<b>BATB804D Project Management in the Tourism Industry</b>	Assoc. Prof. Mariana Yaneva, PhD	30 academic hours, 3 credits
<b>BATB805D Functioning and Development of</b>	Assist. Prof. Teodora Rizova, PhD	30 academic hours, 3 credits

<b>Tourist Complexes</b>		
<b>BATB806D Entertainment Tourism</b>	Assoc. Prof. Irena Emilova, PhD	30 academic hours, 3 credits
Out-of-class modes of instruction (credit-bearing)		
<b>BATB807D Internship: Hotel and Catering Industry</b>	Assoc. Prof. Sonya Alexieva, PhD	180 academic hours, 18 credits