

## TOURISM (In Bulgarian)

### Brief presentation of the program:

The first two years' study in the program encompasses general education, education in basic fields of study in two-semester courses such as: Statistics, Basics of Law, General Sociology, Political sciences, State and Public Governance, Introduction to Social Psychology, as well as practical courses (Microeconomics, Macroeconomics, International Economics, Economic History, Basics of Marketing Basics, etc.). During the third and the fourth year the tuition is organized in profiled, including practical trainings and internships. In the fourth year of studies, the program offers two specializations, leading to a professional qualification:

- Tourism Management
- Cultural Tourism Management

### Specialty and professional qualification:

Specialization: **Cultural Tourism**

Specialty: Cultural Tourism

Qualification: Cultural Tourism Manager

Specialization: **Tourism Management**

Specialty: Tourism Management

Qualification: Tourism Manager

### Practical Training:

The practical training involves internships in companies involved in the hotel and restaurant business as well as tourist agencies. The program provides opportunities for international student mobility in co-operation with universities in Italy, Germany, France, Switzerland, Russia, Portugal and Finland.

### Competences on completion of the program:

Students who have completed the program:

- have acquired knowledge about the economic principles and laws, the characteristics and the regular modes of development of the tourist industry;
- have acquired skills required for organizing and managing a company in the field of tourism, hotel and restaurant industry and mediation services.

### Graduation:

The graduation procedure in the bachelor program involves a public defence of a Bachelor's Thesis or a State Exam, after accumulating the required number of credits. Apart from the professional qualification secured by the program, the student might acquire an additional specialization by enrolling in a minor program – second specialty.

The terms and conditions of the graduation procedure are in accordance with the Graduation Standards for Bachelor and Master Degrees”.

### Professional qualification and Career opportunities:

The graduates of the program are: Specialists in Tourism Management, Specialists in Cultural Tourism, Managers and employees in hotels, restaurants tourist agencies, tour operators, galleries, museums, etc.

Program Department:

Business Administration

First year, first semester

Required auditorium courses		
<b>GENB016D Basics of Law</b>	Assoc. Prof. Boris Landzhev, PhD	60 academic hours,6 credits
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

Required auditorium courses		
<b>GENB002D Statistics</b>	Prof. Krassimir Kalinov, PdD Prof. Dimitar Damgaliev, PhD Prof. Zhozef Tellalyan, PhD	60 academic hours,6 credits
Practical (Credit) Courses		
<b>BAEB003D Microeconomic Principles</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

Required auditorium courses		
<b>GENB013D Introduction to Social Psychology</b>	Assoc. Prof. Elena Paspalanova, PhD	60 academic hours,6 credits
Practical (Credit) Courses		
<b>BAEB005D Macroeconomic Principles</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 Basics of Business Management</b>	Assoc. Prof., Kristiyan Hadzhiev	30 academic hours,3 credits
<b>BAEB304D Basics of Accountancy</b>	Assoc. Prof. Krassimir Jordanov, PhD	30 academic hours,3 credits

Second year, fourth semester

Required auditorium courses		
<b>GENB010D General Sociology</b>	Assoc. Prof. Antony Galabov, PhD	60 academic hours,6 credits
Practical (Credit) Courses		
<b>BAEB305D Basics 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

Required auditorium 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 the Tourist Activity</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 Operating and Tour Agency Business – Part I</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 Restaurant Business – Part I</b>	Assoc. Prof. Sonya Alexieva, PhD	30 academic hours,3 credits
Non-auditorium (Credit) Forms		
<b>BATB508D Individual Project – Tour Operating and Tour Agency Business</b>	Assoc. Prof. Irena Emilova, PhD	30 academic hours,3 credits
<b>BATB509D Practical Training: Tour Guiding</b>	Assist. Teodora Rizova, PhD	90 academic hours,9 credits
<b>BATB511D Developing a Written Material I</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 Defending the Written Material in front of a Panel</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

Auditorium Lecture (Credit) Courses		
<b>BAEB702D Managing Human Resources</b>	Assist. Prof. Milena Karailieva, PhD	30 academic hours,3 credits
<b>BATB602D Tourist and Sport 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 Restaurant Business – Part II</b>	Assoc. Prof. Sonya Alexieva, PhD	30 academic hours,3 credits
<b>BATB605D Psychology and Tourist Behaviour</b>	Assoc. Prof. Dimitar Panayotov,	30 academic

	PhD Assist. Prof. Milena Karailieva, PhD	hours,3 credits
<b>BATB606D Competitiveness of the Tourist Product</b>	Assist. Prof. Milena Karailieva, PhD	30 academic hours,3 credits
<b>BATB607D Financing the Tourist Enterprise</b>	Assoc. Prof. Reneta Dimitrova, PhD	30 academic hours,3 credits
<b>BATB610D Tour Operating and Tour Agency Business – Part II</b>	Assoc. Prof. Irena Emilova, PhD	30 academic hours,3 credits
Non-auditorium (Credit) Forms		
<b>BATB608D Individual Project: Financing the Tourist Enterprise</b>	Assoc. Prof. Reneta Dimitrova, PhD	30 academic hours,3 credits
<b>BATB609D Training Practice: Analysis and Assessment of the competitiveness of the Tourism Product</b>	Assoc. Prof. Mlena Karailieva, PhD	90 academic hours,9 credits
<b>BATB611D Developing a Written Material – Part II</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 Defending the Written Material in front of a Panel - II</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

Culture Tourism

Auditorium Lecture (Credit) Courses		
<b>APLB701D Cultural Heritage and International Policies</b>	Assoc. Prof. Irena Bokova, PhD	30 academic hours,3 credits
<b>APLB702D Cultural Diversity: Ethnical and Religious Communities</b>	Assoc. Prof. Vasil Garnizov, PhD Assoc. Prof. Magdalena Elchinova, PhD Assoc. Prof. Plamen Bochkov, PhD	30 academic hours,3 credits
<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 Cultural Tourism - Planning and Organizing</b>	Assist. Prof. Milena Karailieva, PhD	30 academic hours,3 credits
<b>HACB712D Ancient Artistic Heritage in Bulgaria</b>	Prof. Ivan Marazov, PhD	30 academic

	Assoc. Prof. Tatyana Shalganova, PhD	hours,3 credits
<b>HACB713D The Renaissance Art in the Development of the 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
Non-auditorium (Credit) Forms		
<b>BATB713D Developing a Written Material – Part III</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 Defending the Written Material in front of a Panel - III</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

Auditorium Lecture (Credit) Courses		
<b>BATB806D Entertainment Tourism</b>	Assoc. Prof. Irena Emilova, PhD	30 academic hours,3 credits
<b>BATB808D Pilgrim 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 in the Territory of Bulgaria in the Ottoman Times</b>	Assoc. Prof. Zarko Zhdrakov, PhD	30 academic hours,3 credits
<b>BATB811D Tourist Markets, Exhibitions and Cultural Attractions</b>	Assoc. Prof. Sonya Alexieva, PhD Assist. Prof. Stefania Temelkova, PhD	30 academic hours,3 credits
<b>HACB812D Representing the Bulgarian Cultural Heritage</b>	Assoc. Prof. Irina Genova PhD Assist. Prof. Vladimir Dimitrov, PhD Assist. Prof. Rossitsa Gitcheva, PhD	30 academic hours,3 credits
Non-auditorium (Credit) Forms		
<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

Auditorium Lecture (Credit) Courses		
<b>BATB701D Tourist Market And Economic Policy</b>	Assoc. Prof. Irena Emilova, PhD	30 academic hours,3 credits
<b>BATB702D Transport Organisation</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 Tourist Advertisement and Public relations</b>	Assoc. Prof. Sonya Alexieva, PhD Assist. Prof. Stefania Temelkova, PhD	30 academic hours,3 credits
<b>BATB705D Managing and Accounting the Ecological Resources in the Tourist 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 in the Regulation of 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
Non-auditorium (Credit) Forms		
<b>BATB709D Internship: Tour Operating and Tour Agent Business</b>	Assoc. Prof. Irena Emilova	120 hours. 12 credits
<b>BATB713D Developing a Written Material – Part III</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 Defending the Written Material in front of a Panel - III</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

Auditorium Lecture (Credit) Courses		
<b>BATB801D Accountancy and Audit in the Tourist 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 Managing Projects in the Tourist Industry</b>	Assoc. Prof. Mariana Yaneva, PhD	30 academic hours,3 credits
<b>BATB805D Functioning and Developing of the Tourist Complex</b>	Assist. Prof. Teodora Rizova PhD	30 academic hours,3 credits
<b>BATB806D Entertainment Tourism</b>	Assoc. Prof. Irena Emilova, PhD	30 academic hours,3 credits
Non-auditorium (Credit) Forms		
<b>BATB807D Internship Hotel and Restaurant Industry</b>	Assoc. Prof. Sonya Alexieva, PhD	180 academic hours,18 credits