

**MINISTRY OF EDUCATION AND SCIENCE  
POLISSIA NATIONAL UNIVERSITY**

Faculty of Economics and Management

Department of Economics, Entrepreneurship and Tourism

"APPROVED" by

Dean of the Faculty

O. A. Opalov

" 31 " September 2023

**WORKING PROGRAM OF  
EDUCATIONAL DISCIPLINE**

**"Ecological tourism"**

branch of knowledge: 24 "Sphere of service"

specialty: 242 "Tourism and recreation"

educational degree: first (bachelor's) degree

educational program: "Tourism"

type of discipline: mandatory

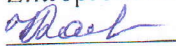
the language of education: English for lectures/Ukrainian for practical classes

Zhitomir – 2023

**Developers:** Valinkevych N. V., Doctor of Economics, Professor, Head of the Department of Economics, Entrepreneurship and Tourism, Osipchuk A. S., Assistant of the Department of Economics, Entrepreneurship and Tourism


ADOPTED

Head of the Department of Economics,  
Entrepreneurship and Tourism

 N. V. Valinkevich  
protocol No. 2 dated August 29, 2023

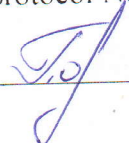
AGREED

Guarantor of the educational program  
"Tourism"

 N. V. Valinkevych  
" 30 " 08 2023

APPROVED

Educational and methodological commission  
Faculty of Economics and Management  
protocol No. 1 from "30" 08 2023

 head of NMK Prokopchuk O.A.

## I. The purpose and tasks of the educational discipline

The purpose of studying the discipline: the course is to acquaint students with the specifics of ecological tourism; formation of basic knowledge about the principles, functions, tasks, types and objects of ecotourism; acquired abilities and skills regarding the technology of developing, organizing and carrying out ecological routes; fostering love for one's native land.

## 2. Scope of the academic discipline

Name indicators	Field of knowledge, specialty, educational degree	Characteristics academic discipline	
		full-time form	correspondence form
The number of credits – 6	Branch of knowledge 24 "Sphere of service"	mandatory	
Modules – 2	Specialty 242 "Tourism and recreation"	Year of education:	
Content modules – 2		2-nd	2-nd
Individual task		Semester	
total number of hours – 180		3-rd	3-rd
Weekly hours for full-time education: classrooms – 5 student's independent work – 6	Educational degree: bachelor	Lectures	
		30 h.	8 h.
		Practical training	
		42 h.	10 h.
		Laboratory work	
		-	-
		Independent work	
		108 h.	162 h.
		Individual task:	
		-	-
Type of control:			
exam			

## 3. Prerequisites for studying the discipline

In the course of studying the discipline, the student should know:

- prerequisites for the emergence of ecotourism as a social phenomenon: principles, functions, tasks, types, objects, world regions and centers of ecological tourism, methods of developing ecological tours, peculiarities of the development of ecological tourism in Ukraine, forms and means of ecological education in the process of ecological tours.

be able:

- develop ecological tours for different social groups and different territorial objects; organize accommodation, food and service programs for ecotourists; calculate the potential load of tourist groups on the environment and develop preventive measures to minimize and eliminate negative impacts; to organize interaction between tour operators, tourist groups, and institutions responsible for the natural areas on which ecotours are carried out; develop and implement measures to attract ecotourists to activities aimed at preserving the environment and biodiversity; take into account the interests of local communities when carrying out ecotours.



#### 4. Expected learning results in the discipline

LR 23	To organize service (including leisure) for consumers of ecological tourism tourist services
LR 24	Develop, promote and sell a specialized (ecological) tourist product.
LR 25	Solve complex specialized tasks and solve practical problems in the field of ecological green tourism based on a systemic approach and taking into account the complexity and uncertainty of conditions.

#### 5. Correlation of learning results of the discipline with competencies

Competencies	Program learning results		
	LR 23	LR 24	LR 25
GC 05	+		
SC 03		+	
SC 05		+	
SC 08	+		+

GC 05. The desire to preserve the environment

SC 03. The ability to analyze the recreational and touristic potential of territories

SC 05. Understanding of modern trends and regional priorities of the development of tourism in general and its individual forms and types

SC 08. Understanding the principles, processes and technologies of the organization of the work of the subject of the tourism industry and its subsystems

#### 6. Criteria for evaluating learning results

The system for evaluating students' educational achievements

Class type	Maximum number of points per unit	Number of units. hours	Maximum number of points
Lectures	0.1	30	3
Practical training	0.528	42	22.2
Independent work	0.1	108	10.8
Modular control work*	12	2	24
Total:			60

\*The number of points for the modular control works should be at least 20% of the maximum number of points that the student can receive during the current control of the cumulative system (60 points).

The maximum number of points is 60. The minimum number of points scored by a student is 60% of the maximum number of points obtained during the study of the discipline - 36 points..

Threshold levels of grades based on learning results

Study result code	Type of lesson	Minimum number of points (reproductive level)**	Maximum number of points (creative level)
LR 23	L 1-5; P 1, 4-6; IW (MM1, MM2)	36	60
LR 24	L 6-9-; P 2-3, 10-11; IW (MM1,MM2)	6	14
LR 25	L 10-12; P 7-9; IW (MM1.MM2)	7	12
LR 23, LR 24, LR 25	MCW1, MCW2 (L 1-12, P 1-11, IW (MM1, MM2)	7	10
		16	24
Total:		36	60

\*\*The minimum threshold level of assessment is determined by the fact that the student has certain knowledge provided for in the work program of the academic discipline, possesses the main provisions studied at the level that is defined as minimum acceptable. Using the main



theoretical provisions, the student explains with difficulty the rules for solving practical/calculation tasks of the discipline. Performance of practical/control/individual tasks is significantly formalized: there is compliance with the algorithm, but there is no deep understanding of work and relationships with other disciplines.

The maximum number of points is 60. The minimum number of points scored by a student is 60% of the maximum number of points obtained during the study of the discipline - 36 points.

### **7. Tools for diagnosing learning outcomes and current forms and final control**

When organizing the educational process at the Polis National University, students, teachers, methodologists, administration and other participants in the educational process act in accordance with: Regulations on the Organization of the Educational Process at the Polis National University, Regulations on the Internal System of Higher Education Quality Assurance at the Polis National University, Regulations on Procedure implementation of the right to academic mobility of participants in the educational process, Regulations on academic integrity, prevention and detection of plagiarism, Regulations on recognition of learning results obtained in non-formal education, Concepts of development of inclusive education.

Academic integrity. Students' papers are expected to be their own original research or reasoning. Lack of references to used sources, fabrication of written off sources, interference in the work of other students are examples of academic dishonesty. The detection of signs of academic dishonesty in a student's written work is grounds for its failure by the teacher, regardless of the scale of plagiarism or deception.

For classes, students come to the classroom on time in accordance with the current schedule (in case of missing classes, an explanatory note is submitted to the dean's office). During classes, students: do not eat food or chewing gum; do not leave the classroom without the teacher's permission; do not prevent the teacher from conducting classes. During knowledge control, students: are prepared in accordance with the requirements of this course; rely only on their own knowledge (do not look for other sources of information); do not disturb others; fulfill all the requirements of teachers regarding knowledge control.

The teacher, in turn: provides an atmosphere of creative, interested attitude of students to the academic discipline that he teaches; forms a spirit of mutual understanding and benevolence in classes, excludes formalism and elements of unprincipledness in the educational process; when conducting classes, the requirements of labor discipline and the training schedule are observed.

The final control of study results and students' competencies in the academic discipline is carried out on the basis of a semester exam in the form of PC testing. Examination tests cover the curriculum of the academic discipline. The purpose of the exam is to check the student's understanding of the program material as a whole, the logic and relationships between individual sections, the ability to use it to solve practical problems, etc. Test questions have a theoretical and practical direction, which involve solving typical professional tasks of a

specialist at the workplace and allow diagnosing the level of training of the student and the level of his competence in the academic discipline.

The minimum possible number of points received by a student in the case of passing the exam is 24. The maximum possible number of points received on the exam is 40. The final points for the exam consist of the sum of points for the answers to the test questions, rounded to a whole number.

Control methods:

Lecture: preliminary oral or written survey, frontal survey, selective oral survey.

Practical session: interview, discussion, brainstorming, oral and written survey, testing, problem solving, defense of reports (abstracts), dialogue, professional dictation, written module work (intermediate control).

Independent work of students: checking the synopsis, checking the answers to problematic questions, surveying during a practical session, defending an individual creative-scientific task. Current control of conducting practical classes, working off academic debts.

Modular control - includes checking the mastery of the material of selective course topics in accordance with the thematic plan by performing independent and practical tasks, conducting borderline certification. The final grade in the discipline is calculated as the sum of the points obtained during the exam and the points obtained during the current control of the cumulative system.

## **8. Program of academic discipline**

*Module 1. Theoretical and methodological foundations of ecological tourism*

*Content module 1. Concepts, resources and types of ecological tourism*

Topic 1. The concept of "ecological tourism", the purpose and main tasks of the course

Topic 2. Principles, functions and tasks of ecotourism.

Topic 3. Nature as an ecotourism environment

Topic 4. Natural resources of the ecotourism complex of Ukraine.

Topic 5. Safety in ecological tourism.

Topic 6. Types of ecological tours and their characteristics. World experience of ecotourism

*Module 2. Organization of ecological tourism*

*Content module 2. Main ecotourism destinations of Ukraine and the world*

Topic 7. Protected territories and objects of the nature reserve fund

Topic 8. National natural and landscape parks

Topic 9. Natural and anthropogenic objects of ecological tourism

Topic 10. Reserves as tourist attractions of ecotourism destinations

Topic 11. The role of environmental education in ensuring sustainable development

Topic 12. The best places for ecotourism



### 9. Topics of lectures

№	Topics	Topic name	Number of hours	
			full-time form	correspondence form
Module 1. Theoretical and methodological foundations of ecological tourism				
Content module 1. Concepts, resources and types of ecological tourism				
1	T1	The concept of "ecological tourism", the purpose and main tasks of the course	2	0.66
2	T2	Legislative framework in the field of ecotourism. International organizations in the field of ecotourism	2	0.66
3	T3	Nature as an ecotourism environment	2	0.66
4	T4	Natural resources of the ecotourism complex of Ukraine	2	0.66
5	T5	Safety in ecological tourism	2	0.66
6	T6	Types of ecological tours and their characteristics. World experience of ecotourism	4	0.66
Total per module 1:			14	3,96
Module 2. Organization of ecological tourism.				
Content module 2. Main ecotourism destinations of Ukraine and the world				
7	T7	Protected territories and objects of the nature reserve fund	4	0.70
8	T8	National natural and landscape parks	2	0,66
9	T9	Natural and anthropogenic objects of ecological tourism	2	0,66
10	T10	Reserves as tourist attractions of ecotourism destinations	2	0,66
11	T11	The role of environmental education in ensuring sustainable development	2	0,66
2	T12	The best places for ecotourism	4	0.70
Total per module 2:			14	4,04
Total:			30	8

### 10. Topics of practical classes

№	Topics	Topic name	Number of hours	
			full-time form	correspondence form
Module 1. Theoretical and methodological foundations of ecological tourism				
Content module 1. Concepts, resources and types of ecological tourism				
1	T1	The essence and functions of ecological tourism	2	0,8
2	T2	Ecotourism resources	4	0,8
3	T3	Legal base of ecotourism	4	0,8
4	T4	Safety in ecotourism	4	0,8
5	T5	Nature as an ecotourism environment	4	0,8
Total per module 1:			16	4
Module 2. Organization of ecological tourism.				
Content module 2. Main ecotourism destinations of Ukraine and the world				
6	T6	Objects of the nature reserve fund	4	1,0
7	T7	The best places for ecotourism in Ukraine	4	1,0
8	T8	Features of the formation and promotion of the ecotourism product	4	1,0
9	T9	Creation of ecological tourist routes	4	1,0
10	T10	Popular ecotourism destinations of the world	4	1,0
11	T11	Creation and promotion of integrated ecotourism centers	4	1,0
Total per module 2:			24	6
Total:			42	10



## 11. Independent work

№	Topics	Topic name	Number of hours	
			full-time form	correspondence form
Module 1. Theoretical and methodological foundations of ecological tourism				
Content module 1. Concepts, resources and types of ecological tourism				
1	T1	Basic concepts in the field of ecological tourism	6	9
2	T2	Ecological tourism and its place in the world tour industry	6	9
3	T3	Legislative framework in the field of ecotourism. International organizations.	6	9
4	T4	Ecological tourism as a global strategy of sustainable development society to study the main ecological objects of the world	6	9
5	T5	Development of ecological tourism in the world	6	9
6	T6	Features of the development of ecological tourism in Ukraine	6	9
7	T7	Ecological problems of humanity and environmental education	6	9
8	T8	Components of an ecological tour package	6	9
9	T9	Methodology and technology of development of ecological tours Environmental educational programs in ecotourism.	6	9
10	T10	Familiarization with the methodology, development and testing of own measures	6	9
Total per module 1:			60	90
Module 2. Organization of ecological tourism.				
Content module 2. Main ecotourism destinations of Ukraine and the world				
11	T11	Quality in ecological tourism. The importance of eco-labeling.	6	9
12	T12	Environmental labeling "Green Manor" eco-labeling sign.	6	9
13	T13	European ecological certification marks. Green Key international environmental certification program for hotels and resorts	6	9
14	T14	Environmental educational programs in ecotourism.	5	9
15	T15	Familiarization with the methodology, development and testing of their own	5	9
16	T16	Modeling of ecological routes in the territory of Zhytomyr region.	6	9
17	T17	Assessment of ecological impacts of tourism on the environment	6	9
18	T18	Environmental certification as an integral component of tourism greening	8	9
Total per module 2:			48	72
Total			108	162

## 12. Tools, hardware and software

Lectures are held in classrooms equipped with multimedia facilities, and involve the use of presentations and videos. Practical work is carried out with the use of visual handouts and teaching aids: multimedia complex, access to the legislative framework, state and international standards, access to the Internet, availability of access channels, library fund of professional publications on paper and electronic media.

## 13. Recommended sources of information

### a) legislation:

1. On the approval of the Concept of the State target program for the development of tourism and resorts for the period until 2022: Order of the Cabinet of Ministers of Ukraine



dated August 1 2013 No. 638 URL: <https://www.kmu.gov.ua/npas/246640434> (date of application: 12.05.2022).

2. On the approval of the Tourism and Resorts Development Strategy for the period until 2026: Order of the Cabinet of Ministers of Ukraine dated March 16. 2017 No. 168 URL: <https://zakon.rada.gov.ua/laws/show/168-2017-%D1%80#Text> (date application: 12.05.2022).

3. On tourism: Law of Ukraine dated October 16 2020 No. 324/95-VR. URL: <https://zakon.rada.gov.ua/laws/show/324/95-%D0%B2%D1%80#Text> (access date: 05/12/2022).

4. On the approval of the Licensing conditions for the operation of the tour operator activity: Order of the Ministry of Infrastructure dated 10.07.2013 No. 465. URL: <https://zakon.rada.gov.ua/laws/show/zl275-13>.

**b) main:**

5. Vishnevsky V.I. Ecological tourism: a study guide. Kyiv: Interpress LTD, 2015. 140p.

6. Geography of tourism: ecological tourism: textbook / V.V. Tarasova et al. Zhytomyr, 2021. 252 p.

7. M. P. Malska World experience of tourism development: textbook / M. P. Malska, N. M. Pankiv, A. B. Khovalko. Kyiv: Center for Educational Literature, 2017. 244 p.

8. Melnychenko O. A., Shvedun V. O. Peculiarities of the development of the tourism industry in Ukraine: Monograph. Kharkiv: NUCTSU Publishing House, 2017. 153 p.

9. International tourism: study guide / compiled by V. S. Velikochy, O. I. Dutchak, V. V. Shikerinen. Ivano-Frankivsk: E.M. Kushnir Publishing House, 2015. 254 p.

10. Petruk V.E. etc. Ecogeography and ecotourism: a textbook. Vinnytsia: TOB "Nilan-LTD", 2016. 178p

11. Tourist policy of foreign countries: textbook / col. author; under the editorship A. Yu. Parfinenko. Kharkiv: V. N. Karazin KhNU, 2015. 220 p.

**c) additional:**

12. Prospects of tourism development in Ukraine and the world: management, technologies, models: a collective monograph. Fifth edition / for sciences. ed. Prof. Matviychuk L.Yu. Lutsk: Lutsk National Technical University, 2019. 320 p.

13. Holod A. Security of regional tourism systems: theory, methodology and guarantee problems: monograph. Lviv: LDUFK, 2017. 340 p.

14. Hospitality industry in Ukraine: state and development trends: monograph / collective of authors; in general ed. Prof. V. M. Zaitseva; Zaporizhzhia National Technical University. Zaporizhzhia: Prosvita, 2017. 240 p.

15. Osipchuk A. S. Formation and promotion of the ecotourism product. Pryazovsky Economic Bulletin. 2021. No. 4 (27). P. 68-75. DOI: 10.32840/2522-4263/2021-4-11.

16. Chernyshova T., Osipchuk A., Tyshchenko S. Analysis of the tourist services market in Ukraine: problems and prospects. Zeszyty Naukowe WSTiH. 2020. T. 17, rocz. IX, No. 1. P. 21-32.

17. Osipchuk A. S. Theoretical aspect of the genesis of ecological tourism in Ukraine. Journal of cartography. 2018. No. 18. P. 59-69.

18. Osipchuk A. S. Greening of the tourist sphere of activity. Organic production and food safety: coll. of the participants of the X International science and practice conference

dedicated to the 100th anniversary of Polissia National University, April 21-22, 2022. Zhytomyr: Polissia National University, 2022. P. 391-393.

19. Osipchuk A. S. Proposals for the improvement of strategic management of objects of ecotourism activity. *Economy and society*. 2022. No. 40. DOI: <https://doi.org/10.32782/2524-0072/2022-40-77>

20. Osipchuk A. S., Tyshchenko S. V. Development of ecological tourism in the context of the functioning of the national tourism organization of Ukraine. *Black Sea Economic Studies*. 2022. No. 76. P. 79-86. DOI: <https://doi.org/10.32782/bses.76-10>

**Information resources:**

21. Institutional repository of Polissia National University (scientific articles, abstracts of dissertations and theses, educational materials, student works, conference materials). UN WTO Tourism Highlights, 2017 Edition. URL : [http://tourlib.net/wto/WTOHighlights\\_2017.pdf](http://tourlib.net/wto/WTOHighlights_2017.pdf)

23. Blue Flag. URL : <https://www.blueflag.global/>

22. EO site "Union of Rural Green Tourism of Ukraine" URL : [www.greentour.com.ua](http://www.greentour.com.ua)

24. The International Ecotourism Society. URL : <https://ecotourism.org/>