

Educational and Research Institute of Economics and Management
AIR TRANSPORTATION MANAGEMENT DEPARTMENT

Considered and approved at the
meeting of Air Transportation
Management Department
Minutes № _____
of «_____» _____ 2016

Head of Department
_____ G.Yun
(signature)

**Questions to the examination
on the course «Management of interaction between air transport and tourism
enterprises»**

1. Indicators of tourism flow measuring.
2. The definition of tourism.
3. Prerequisites, prospects and directions of development of the tourism.
4. Review the development of road transportation of 20th century
5. The concept of "visible and invisible trade", "visible and invisible exports and imports".
6. Hotels. The concept of accommodation facilities. Categories of accommodation. Individual accommodation facilities.
7. The main supplier countries of tourists and the countries who take tourists.
8. Destinations marketing.
9. Tourism industry and growth of employment opportunities.
10. Travel package. Components of the travel package.
11. The concept of inclusive and intensive tours, a specialized tour, individual tour.
12. Types of specialized tourism.
13. Sightseeing. Economic impact.
14. Travel brochures. Function and features.
15. Basic services of hotels.
16. The purpose of the hotel activity.
17. The basic model of hotel business in the world - Hilton.

18. Forms of servicing tourists with catering service.
19. Time zones of the United States of America
20. Tourism as a source of generating income.
21. Mission of WTO in tourism development.
22. The concept of the tourism market. Elements of the tourism market.
23. Marketing segmentation of the tourism market.
24. Marketing research of tourism market.
25. Terms of the sale of travel tickets: travel voucher.
26. Categories of transport: air, water and an overland.
27. Car rental.
28. Travelling by air.
29. Payment method used in travelling.
30. Sea and river cruises. Category of cabin. Major cruise lines in the world.
31. Types of transfers.
32. Review the directories used for planning air travel.
33. Types of hotels offer a cheap overnight accommodation.
34. Tourism market in Ukraine.
35. Role of marketing research in tourism market.
36. The definition of tourism.
37. Prerequisites, prospects and directions of development of the tourism.
38. The concept of "visible and invisible trade", "visible and invisible exports and imports".
39. The main supplier countries of tourists and the countries who take tourists.
40. Tourism and its importance
41. Hospitality- origin, evolution and growth
42. Brief introduction to hotel's core areas with special reference to front office
43. Travel package. Components of the travel package.
44. The concept of inclusive and intensive tours, a specialized tour, individual tour.
45. Types of specialized tourism.
46. Sightseeing. Economic impact. Types of routes.
47. The program of stay - an action plan during your stay.
48. Basic services of hotels.
49. The purpose of the hotel activity.
50. The basic model of hotel business in the world - Hilton.

Developed by _____ O.Matiychyk

(signature) (academic degree, credentials, full name of the faculty member)