

Документ подписан простой электронной подписью

Информация о владельце:

ФИО: Шебзухова Татьяна Александровна

Должность: Директор Пятигорского института (филиал) Северо-Кавказского
федерального университета

Дата подписания: 19.09.2023 13:36:07

Уникальный программный ключ:

d74ce93cd40e39275c3ba2f58486412a1c8ef96f

(ЭЛЕКТРОННЫЙ ДОКУМЕНТ)

Abstract of Discipline

Наименование дисциплины	Branding of tourist territories
Содержание	Basic concepts of territorial branding: its essence and types of territorial brands; preconditions for the emergence of territorial brands, their role in the competitive struggle of regions for attracting external resources; conditions for the emergence of a city brand; city positioning technologies; stages of development and promotion of territorial brands.
	GPC-4 is capable to carry out research of the tourist market, to organize sales and promotion of a tourist product
Реализуемые компетенции Результаты освоения дисциплины (модуля)	Code of competence GPC-4 To know: <ul style="list-style-type: none">- technology of formation and promotion of tourist products;- specifics of management of production processes in tourism;- principles of functioning of divisions of tourist enterprise;- specifics of personal sales; To be able: <ul style="list-style-type: none">- to apply normative documents in professional activity;- to be guided in modern technologies of production processes;- use the development of the introduction of new services; To master: <ul style="list-style-type: none">- skills and techniques of effective sales of tourist product;- fundamentals of sales organization;- ability to carry out research of the tourist market, to organize sales and promotion of the tourist product
Трудоемкость, з.е.	3 з.е.
Форма отчетности	Credit - 8 semester
The list of basic and additional literature necessary for the development of the discipline	
Основная литература	1. Dinny, Keith Territory branding. World Best Practices / Keith Dinney. - M.: Mann, Ivanov and Ferber, 2019. -- 165 p.
Дополнительная литература	1. Cernatoni, L. Branding. How to create a powerful brand / L. Cernatoni, M. Macdonald. - M.: Unity; 3rd edition, 2019. -- 559 p.