

Abstract of Discipline

Наименование дисциплины	Marketing in International Tourism
Содержание	The main marketing activity. The essence of marketing. Marketing environment of the tourist enterprise. Segmentation of tourist markets. Formation of marketing strategy. Marketing activities to promote tourism products. Organization and conduct of marketing research in tourism. Organization and control of tourism enterprise marketing. Internationalmarketing.
Реализуемые компетенции	PC-8 is capable of promoting a tourist product using modern technologies; PC-10 is able to work with statistical information when carrying out market research using modern software; PC-11 is capable of analyzing tourist resources
Результаты освоения дисциплины (модуля)	Competence code PK-8 To know: - theoretical foundations of marketing; - the main tasks of marketing enterprises in the tourism industry; -components of the marketing environment of the enterprises of the tourism industry; -the main trends and directions of marketing research; - features of marketing in the tourism industry. To be able: - evaluate sales markets, consumers, customers, competitors in the tourism industry, apply management and quality control tools for products and services of tourism activities; - to analyze the main theoretical and practical directions and problems of interaction between the enterprise of the tourism industry and consumers (clients); -use to diagnose and identify various types of problem situations in the tourism industry, develop measures to prevent and overcome them, plan and monitor the implementation of the project, ensure coordination with all functional divisions of the tourism industry enterprises. To master: - skills in assessing consumer satisfaction with the services of the tourism industry; - skills in the formation of tourism products and services that meet the needs of consumers; -the skills of creating new tourism products and services using modern technologies and design methods. Competence code PK-10 To know: - principles and structure of the organization of state statistics, modern trends in the development of statistical accounting in the Russian Federation; - the main methods of collection, processing, analysis and visual presentation of statistical information in tourism; To be able: - search, collect and register statistical information, carry out primary processing and control the accuracy of observation materials; - systematize and present information in a visual form (in the form of tables and graphs);

	<ul style="list-style-type: none"> - use sources of financial, statistical and management information to solve the assigned tasks; <p>To master:</p> <ul style="list-style-type: none"> - skills of collection, systematization, processing, analysis of statistical information; - skills in organizing office, field and other methods of statistical observation; - ways of searching, registering and analyzing statistical data; - the ability to work with statistical information in the implementation of market research using modern software; <p>Competence code PK-11</p> <p>To know:</p> <ul style="list-style-type: none"> - organizing and conducting marketing research in tourism; - the basics of international marketing; <p>To be able:</p> <ul style="list-style-type: none"> - to analyze the tourist resources of the countries; - to evaluate the tourist resources of the country; <p>To master:</p> <ul style="list-style-type: none"> - the ability to find, analyze and process scientific and technical information in the field of tourism resources; - the ability to analyze tourism resources
Трудоемкость, з.е.	3 з.е.
Форма отчетности	Exam - 4 semester
The list of basic and additional literature necessary for the development of the discipline	
Основная литература	<p>1. Bezruchenko V. Marketing in welfare service and tourism [Electronic resource] : study guide / Yu. V. Bezruchenko. - 2nd ed. — Electron. text data. - M.: Dashkov and K, AI PI er Media, 2018. - 233 c. - 978-5-394-01664-6. — Mode of access: http://www.iprbookshop.ru/75219.html</p> <p>2. Sphyrna O. V. Marketing in tourism and hospitality [Electronic resource] : a textbook for students in bachelor courses of "Tourism" and "Hospitality" / O. V. Sperna. — Electron. text data. - Krasnodar, Saratov: southern Institute of management, AI PI er Media, 2018. - 119 c. - 978-5-93926-323-8. — Mode of access: http://www.iprbookshop.ru/78034.html</p>
Дополнительная литература	<p>1. Lisevich V. A. Marketing in tourism industry [Electronic resource] : textbook for students / A. V. Lisevich, E. V. Lotova. — Electron. text data. - M.: Dashkov and K, AI PI er Media, 2018. — 174 c. - 978-5-394-02434-4. — Mode of access: http://www.iprbookshop.ru/75218.html</p>