

Документ подписан простой электронной подписью

Информация о владельце:

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Дата подписания: 19.09.2023 13:45:01

Уникальный программный ключ:

d74ce93cd40e39275c3ba2f58486412a1c8ef96f

MINISTRY of SCIENCE and HIGH EDUCATION of RUSSIAN FEDERATION
Federal State Autonomous Educational Institution for Higher Education
"NORTH-CAUCASUS FEDERAL UNIVERSITY"
Pyatigorsk Institute (branch) NCFU

APPROVED BY:

Acting Head of (graduating) Sub-
department of T&HB

_____ I.V.Ogarkova

«__» _____ 20__ г.

Fund of assessment tools

for formative and interim assessment

(ELECTRONIC DOCUMENT)

Discipline	Маркетинг в международном туризме/ Marketing in International Tourism
Direction of training/ Directivity (profile)	43.03.02 Tourism /International Tourism
Qualification	bachelor
Mode of study	full-time
Curriculum	2021

Preface

1. The funds of evaluation funds are focused on the assessment of the achievement of learning outcomes planned in the educational program, and the level of formation of all competencies declared in the educational program

2. The Fund of evaluation means of current control and intermediate certification is developed on the basis of the working program of the discipline " Маркетинг в международном туризме/Marketing in International Tourism " in accordance with the educational program in the field of training (43.03.02 Tourism), approved at the meeting of the NCFU Academic Council Protocol _____ от « _____ » _____ 20__.

3. Developed by _____ N.Y. Klimova, Senior Lecturer of Sub-department of T&HB

4. Fund of assessment tools reviewed and approved at the meeting of the sub-department T&HB Protocol № ____ from « ____ » _____ 20__

5. Fund of assessment tools agreed with the issuing Sub-department of T&HB Protocol № ____ from « ____ » _____ 20__

6. The examination was carried out Fund of assessment tools. The members of the panel who conducted the internal examination:

Chairman _____ I.V.Ogarkova, Acting Head of (graduating)
Sub-department of T&HB
_____ T.G. Garbuzova, Senior Lecturer of
Sub-department of T&HB
_____ Y.V. Chernyh, Director of Travel Agency «Discovery»

Expert opinion: the Fund of assessment tools for current and intermediate certification meets.

« ____ » _____ 20__ _____ I.V.Ogarkova

7. Term of validity Fund of assessment tools: ____ academic year

Passport of the evaluation Fund
for carrying out the current control and intermediate certification

Discipline	Маркетинг в международном туризме/ Marketing in International Tourism
Direction of training	43.03.02 Tourism
Directivity (profile)	International Tourism
Qualification	bachelor
Mode of study	full-time
Curriculum	2021

Code assessed competency (or parts of it)	Module, section, topic (according to the Program)	Type of assessment	Modes of assessment	The name of assessment tool	Number of tasks for each level pieces	
					Basic level	Advanced level
PC-8 PC -10 PC -11	1-9	oral	current	Questions for the interview	22	28
	1, 5	oral	current	List of discussion topics for the round table	8	5
	1-9	oral	intermediate	Questions to exam	30	30

Compiler _____ N.Y. Klimova
(signature)

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Questions for the interview
of the discipline «Маркетинг в международном туризме/
Marketing in International Tourism»

Basic level

Theme 1. The basic concepts of marketing activities. Stages of marketing development and modern marketing concepts.

1. The concept and essence of marketing, its goals and objectives.
2. Marketing functions.
3. Stages of marketing development

Theme 2. Tourism product as the basis of tourism marketing. Analysis of internal and external marketing environment.

1. The basic concept of tourist marketing.
2. Marketing environment travel agencies.

Theme 3. Marketing research of consumers. The segmentation process in tourism.

1. Methodological foundations of marketing research of consumers.
2. The main signs of segmentation.
3. The choice of target market.

Theme 4. Microenvironment of a tourist enterprise. Basic concepts of marketing strategies.

1. The concept of a marketing environment.
2. The essence and content of marketing research in tourism.
3. Types of marketing strategies.
4. Global marketing strategies.

Theme 5. Pricing policy of a tourism enterprise. Development of marketing policy travel agencies.

1. The process of developing a pricing policy of a tourism organization.
2. Sales channels of a tourist product.

Theme 6. Communication policy of the enterprise. Marketing control of a tourism company.

1. The main content of the communication policy of the organization.
2. Marketing control system.

Theme 7. Modern means of promoting tourist areas. The formation of the image of tourist areas.

1. Territorial product.
2. Methods of promoting tourist and recreational territory.

Theme 8. Marketing cities and tourist centers. Marketing Attractions. International marketing.

1. Image marketing, basic concepts, role and significance.

2. The basic concepts of a tourist center.
3. The basic concepts of marketing attractions.
4. The environment of international marketing.

Advanced level

Theme 1. The basic concepts of marketing activities. Stages of marketing development and modern marketing concepts.

1. The principles of marketing.
2. The main elements (categories) of marketing activities.
3. Marketing concepts and the evolution of their development.

Theme 2. Tourism product as the basis of tourism marketing. Analysis of internal and external marketing environment.

1. The levels of marketing organization in tourism.
2. The structure of the analysis of the marketing environment.

Theme 3. Marketing research of consumers. The segmentation process in tourism.

1. Factors affecting consumers of tourism services.
2. Motives of consumer behavior.
3. Market segmentation - as one of the effective marketing tools.
4. The main goal of segmentation of the tourist market.

Theme 4. Microenvironment of a tourist enterprise. Basic concepts of marketing strategies.

1. Studies of the marketing environment of a tourist enterprise.
2. Analysis of the internal environment of the enterprise.
3. Basic strategies.
4. Competitive strategies.

Theme 5. Pricing policy of a tourism enterprise. Development of marketing policy travel agencies.

1. Pricing methods.
2. Price strategies of a tourism enterprise.
3. The choice of intermediaries in the distribution of tourism.
4. The level of the distribution channel.

Theme 6. Communication policy of the enterprise. Marketing control of a tourism company.

1. A complex of communications.
2. Stages of developing a communication program.
3. The purpose of marketing audit. The principle of marketing audit.
4. Levels of control of marketing activities.

Theme 7. Modern means of promoting tourist areas. The formation of the image of tourist areas.

1. Exhibitions as an element of territorial tourism marketing.
2. Description of the main stages of image formation.
3. Image positioning of tourist areas.

Theme 8. Marketing cities and tourist centers. Marketing Attractions. International marketing.

1. The main position of understanding the city as an object of marketing activity.
2. The role and importance of marketing attractions.
3. The essence of international marketing.
4. Feature of international marketing.

1. Criteria for competency assessment.

Assessment "excellent" is given to the student if the theoretical content of the course is mastered completely, without spaces; comprehensively, consistently, clearly and logically harmoniously sets out the material; freely copes with tasks, questions and other types of

application of knowledge; uses the additional material in the answer; all the tasks stipulated by the program are completed; the quality of their implementation is estimated by the number of points close to the maximum; analyzes the results; shows independence in completing assignments.

Assessment «well» it is presented to the student if the theoretical content of the course has been fully mastered, the necessary practical competencies are basically formed, all the training tasks provided for in the training program are completed, and the quality of their implementation is quite high. The student knows the material firmly, correctly and essentially sets out it, avoiding significant inaccuracies in the answer to the question.

Assessment "satisfactory" is exposed to the student if the theoretical content of the course is partially mastered, but the gaps are not significant, most of the tasks provided by the program are completed, but there are errors, the student admits inaccuracies in answering the question, insufficiently correct wording, there are violations of the logical sequence in the presentation of program material .

Assessment "unsatisfactory" is exposed to the student if he does not know a significant part of the program material, makes significant mistakes, hesitates, performs practical work with great difficulty, the necessary practical competencies are not formed, most of the training tasks provided for in the training program are not completed, the quality of their implementation is estimated by the number of points close to the minimum.

2. Description of the rating scale

Within the framework of the rating system, students' progress in each discipline is assessed in the course of ongoing monitoring and intermediate certification.

Current control

№	Type of activity of students	Terms of implementation	Amount of points
5 term			
1	Interview on themes 1-3	4 week	15
2	Interview on themes 4-6	8 week	15
3	Interview on themes 7-9	12 week	25
Total for 5 term			55
Total			55

The maximum possible score for the entire current control is set equal to 55. The current control measure is considered «pass» if a student got not less than 60% of the established maximum score. Rating score applied to the student for the current control measure, passed by a student on control activities schedule, is defined as follows:

Level of control task completion	Rating score
Excellent	100
Good	80
Satisfactory	60
Unsatisfactory	0

3. Methodological materials that determine the procedures for assessing knowledge, skills and (or) experience of activities that characterize the stages of formation of competencies.

The procedure for conducting this assessment event includes the selection and study of literature on the topic of interviews, a brief summary of the material studied.

The interview allows you to check the formation of competencies PC-8 - able of promoting a tourist product using modern technology, PC-10- able to work with statistical information in the implementation of market research using modern software, PC-11-able to analyze tourism resources.

In answering questions of a basic level, a student must show fluency in basic terms and concepts.

To prepare for this assessment exercise of an increased level, it is necessary to prepare and present a detailed summary. Revealing the content of questions of a higher level, it is necessary to demonstrate an understanding of the essence of the stated.

In preparation for the interview, the student is given the right to use the materials prepared by him

During the interview, the following are assessed: the ability to conduct a conversation, the level of knowledge of the material, literacy, the sequence of presentation of the material.

Evaluation sheet

№	F.N.O.	The level of technical knowledge	Correctness of speech	Logic	Completeness of response	Assessment
1.						

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I.V.Ogarkova

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List of discussion topics for the round table
of the discipline «Маркетинг в международном туризме/
Marketing in International Tourism»

Basic level

Theme 1. The basic concepts of marketing activities. Stages of marketing development and modern marketing concepts.

1. The concept and essence of marketing, its goals and objectives.
2. Stages of marketing development.
3. The concept of "improving production" (until the beginning of the 30s).

Theme 5. Pricing policy of a tourism enterprise. Development of marketing policy travel agencies.

1. Market pricing conditions.
2. Costs and production costs.
3. The process of developing a pricing policy of a tourism organization.
4. Factors affecting pricing.
5. Price elasticity of demand.

Advanced level

Theme 1. The basic concepts of marketing activities. Stages of marketing development and modern marketing concepts.

1. The concept of improving sales (until the beginning of the 50s).
2. Commodity concept (until the beginning of the 70s).
3. The concept of marketing mix, the concept of 5P.

Theme 5. Pricing policy of a tourism enterprise. Development of marketing policy travel agencies.

1. Analysis of prices and products of competitors.
2. The essence and basic concepts of marketing policy in a tourism organization.

1. Criteria for competency assessment.

Assessment "excellent" is given to the student if the theoretical content of the course is mastered completely, without spaces; comprehensively, consistently, clearly and logically harmoniously sets out the material; freely copes with tasks, questions and other types of application of knowledge; uses the additional material in the answer; all the tasks stipulated by the program are completed; the quality of their implementation is estimated by the number of

points close to the maximum; analyzes the results; shows independence in completing assignments.

Assessment «well» it is presented to the student if the theoretical content of the course has been fully mastered, the necessary practical competencies are basically formed, all the training tasks provided for in the training program are completed, and the quality of their implementation is quite high. The student knows the material firmly, correctly and essentially sets out it, avoiding significant inaccuracies in the answer to the question.

Assessment "satisfactory" is exposed to the student if the theoretical content of the course is partially mastered, but the gaps are not significant, most of the tasks provided by the program are completed, but there are errors, the student admits inaccuracies in answering the question, insufficiently correct wording, there are violations of the logical sequence in the presentation of program material .

Assessment "unsatisfactory" is exposed to the student if he does not know a significant part of the program material, makes significant mistakes, hesitates, performs practical work with great difficulty, the necessary practical competencies are not formed, most of the training tasks provided for in the training program are not completed, the quality of their implementation is estimated by the number of points close to the minimum.

2. Description of the rating scale

Within the framework of the rating system, students' progress in each discipline is assessed in the course of ongoing monitoring and intermediate certification.

Current control

№	Type of activity of students	Terms of implementation	Amount of points
5 term			
1	Interview on themes 1-3	4 week	15
2	Interview on themes 4-5	8 week	15
3	Interview on themes 6-8	12 week	25
Total for 5 term			55
Total			55

The maximum possible score for the entire current control is set equal to 55. The current control measure is considered «pass» if a student got not less than 60% of the established maximum score. Rating score applied to the student for the current control measure, passed by a student on control activities schedule, is defined as follows:

Level of control task completion	Rating score
Excellent	100
Good	80
Satisfactory	60
Unsatisfactory	0

3. Methodological materials that determine the procedures for assessing knowledge, skills and (or) experience of activities that characterize the stages of formation of competencies.

The procedure for conducting this assessment event includes the selection and study of literature on the list of discussion topics for the round table, a brief summary of the material studied.

Preparation of an oral report on these topics allows you to check the formation of competencies PC-8 - able of promoting a tourist product using modern technology, PC-10- able to work with statistical information in the implementation of market research using modern software, PC-11-able to analyze tourism resources.

In answering questions of a basic level, a student must show fluency in basic terms and concepts.

To prepare for this assessment exercise of an increased level, it is necessary to prepare and present a detailed summary. Revealing the content of questions of a higher level, it is necessary to demonstrate an understanding of the essence of the stated.

In preparing the report, the student is granted the right to use the materials prepared by him.

During the round table assessed: the ability to conduct a conversation, the level of knowledge of the material, literacy, the sequence of presentation of the material.

Evaluation sheet

№	F.N.O.	The level of technical knowledge	Correctness of speech	Logic	Completeness of response	Assessment
1.						

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Questions to exam
of the discipline «Маркетинг в международном туризме/
Marketing in International Tourism»

Basic level

To know

1. The essence and features of marketing in tourism
2. Levels and coordination of marketing in the field of tourism.
3. Current trends in the development of marketing of tourism enterprises.
4. The essence and objectives of marketing research of a tourism enterprise.
5. The main directions of marketing research in tourism.
6. The essence of strategic marketing planning. SWOT analysis.
7. The main signs of segmentation used in the field of tourism. Positioning a tourism product.
8. The essence of the concept of "marketing mix" of a tourist enterprise.
9. The concept of a tourism product, its main components.
10. The basic concepts and goals of creating a corporate identity in the field of tourism.
11. The definition and implementation of the pricing strategy of a travel company policy
12. The essence and main elements of the complex marketing communications in the tourism industry.
13. Personal sale in the marketing of a tourism company.
14. PR in tourism: goals, determining the target audience, main activities, determining results.
15. The essence, goals and directions of tourist propaganda.
16. Modern advertising and its tasks in the field of tourism

**To be able,
to master**

1. Marketing research as the basis for identifying the market opportunities of a tourism enterprise: rules and procedures, forms of organization.
2. Market conditions and capacity of the tourist services market.
3. Characteristics of the marketing communications system
4. The market of tourist services. The structure and main characteristics of the market of tourist services in the system of marketing research.
5. Characterization of the concept of "tourist product" in terms of marketing.
6. The concept of the life cycle of goods and services in marketing.
7. Types of competition and their characteristics in marketing research.
8. The essence and content of marketing communications in the enterprise in

the field of tourism.

9. The marketing information system of a tourist enterprise.
10. The content and orientation of marketing research in the tourism market.
11. The system of marketing control in the enterprise.
12. Marketing of regions and tourist centers.
13. Tourism marketing at the international level.
14. Tourism marketing at the state level.

Advanced level

To know

1. Price in the marketing complex of a tourist enterprise.
2. The specifics of development, elements of a marketing program for a tourism company.
3. The formation of the product strategy of a tourism enterprise.
4. Development and market introduction of a new tourism product.
5. The system of sales channels for tourism and hotel services, characteristics and structure of channels.
6. Sales policy of a travel company. Formation of a marketing strategy.
7. The Internet as a channel for the distribution of tourism services.
8. Development of a communication strategy for a tourism enterprise. The choice of the structure of the communications complex.
9. Exhibition activities of tourism enterprises. The work of the staff of a travel company during the exhibition.
10. Technology for the implementation of the marketing concept in the field of service and tourism.
11. Marketing product strategy of the enterprise.
12. The choice of intermediaries and work with them in the structure of the marketing marketing strategy of a travel company.
13. Sales promotion in the system of marketing communication strategy of the enterprise in the field of tourism.
14. Marketing the internal environment of the organization of service and tourism enterprises.

To be able, to master

1. Personal sales in the complex of marketing communications of the enterprise.
2. The system of marketing information of the enterprise.
3. Methods of collecting marketing information.
4. Analysis of the internal and external marketing environment of a tourist enterprise.
5. Analysis of foreign experience in the creation and development of companies with a marketing orientation.
6. Analysis of the Russian experience in implementing marketing technologies in the process of managing a tourist enterprise.
7. Branding technologies in tourism.
8. Virtual marketing as an effective way to promote the services of a tourism company in the modern information and advertising space.
9. Exhibitions and presentations as a tool and positioning of a travel company.
10. Formation of the image policy of the tourism industry.
11. Marketing analysis of consumer preferences when developing a tourist route.
12. The process of personal selling and its technology in a tourism enterprise.
13. Technologies for the development of a tourist product.

14. Pricing policy in the market of tourist services.
15. Development of effective marketing strategies for travel agencies.
16. Formation of marketing strategies at a tourist enterprise.
17. The process of marketing management in tourism, a description of the main stages.

1. Criteria for competency assessment:

Assessment "excellent" is given to the student if the theoretical content of the course is mastered completely, without spaces; comprehensively, consistently, clearly and logically harmoniously sets out the material; freely copes with tasks, questions and other types of application of knowledge; uses the additional material in the answer; all the tasks stipulated by the program are completed; the quality of their implementation is estimated by the number of points close to the maximum; analyzes the results; shows independence in completing assignments.

Assessment «well» it is presented to the student if the theoretical content of the course has been fully mastered, the necessary practical competencies are basically formed, all the training tasks provided for in the training program are completed, and the quality of their implementation is quite high. The student knows the material firmly, correctly and essentially sets out it, avoiding significant inaccuracies in the answer to the question.

Assessment "satisfactory" is exposed to the student if the theoretical content of the course is partially mastered, but the gaps are not significant, most of the tasks provided by the program are completed, but there are errors, the student admits inaccuracies in answering the question, insufficiently correct wording, there are violations of the logical sequence in the presentation of program material .

Assessment "unsatisfactory" is exposed to the student if he does not know a significant part of the program material, makes significant mistakes, hesitates, performs practical work with great difficulty, the necessary practical competencies are not formed, most of the training tasks provided for in the training program are not completed, the quality of their implementation is estimated by the number of points close to the minimum.

2. Description of the rating scale

Within the framework of the rating system, students' progress in each discipline is assessed in the course of ongoing monitoring and intermediate certification.

Current control

№	Type of activity of students	Terms of implementation	Amount of points
5 term			
1	Interview on themes 1-3	4 week	15
2	Interview on themes 4-5	8 week	15
3	Interview on themes 6-8	12 week	25
Total for 5 term			55
Total			55

The maximum possible score for the entire current control is set equal to 55. The current control measure is considered «pass» if a student got not less than 60% of the established maximum score. Rating score applied to the student for the current control measure, passed by a student on control activities schedule, is defined as follows:

Level of control task completion	Rating score
Excellent	100
Good	80

Satisfactory	60
Unsatisfactory	0

Interim assessment

The interim assessment in the form of exam provides compulsory examination procedure, and evaluated 40 scores out of 100. If the student's rating score for discipline at the end of the semester is 60, then the program automatically adds 32 bonus points and puts the mark "excellent". The affirmative exam answer of the student is assessed by the rating scores range from 20 to 40 ($20 \leq \text{Exam} \leq 40$), less than 20 scores is «unsatisfactory».

Rating Exam Rating Scale 5-point system

Rating score for the discipline	Five-point rating
35 – 40	Отлично
28 – 34	Хорошо
20 – 27	Удовлетворительно

The final grade for the discipline studied in one semester is determined by the sum of the points scored for work during the semester, and the points obtained when passing the exam:

Discipline Rating Scale 5-point rating

Rating score for the discipline	Five-point rating
88 – 100	Excellent
72 – 87	Good
53 – 71	Satisfactory
<53	Unsatisfactory

3. Methodological materials that determine the procedures for assessing knowledge, skills and (or) experience of activities that characterize the stages of formation of competencies

The examination procedure is carried out in accordance with the Regulation on the ongoing monitoring of academic performance and intermediate certification of students in higher education educational programs - undergraduate programs, specialty programs, master's programs - in NCFU.

The exam ticket includes 3 questions. The student has 30 minutes to prepare for the answer to the exam ticket.

The exam procedure allows you to check the formation of competencies PC-8 - able of promoting a tourist product using modern technology, PC-10- able to work with statistical information in the implementation of market research using modern software, PC-11-able to analyze tourism resources.

Basic level questions allow students to identify their knowledge of the basic terms and concepts of the discipline "Marketing in International Tourism / Marketing in International Tourism". Higher-level questions make it possible to identify students' knowledge of the characteristics of the concept of "tourist product" in terms of marketing, the nature and main elements of the marketing communications complex in the tourism industry, and to know the company's marketing product strategy based on the requirements for a marketing policy at a tourist enterprise.

The student should be prepared to answer the questions of the exam ticket fully and reasonably.

Compiler _____ N.Y. Klimova
(signature)

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