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МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ

РОССИЙСКОЙ ФЕДЕРАЦИИ

Федеральное государственное автономное образовательное учреждение высшего

образования

"СЕВЕРНО-КАВКАЗСКИЙ ФЕДЕРАЛЬНЫЙ УНИВЕРСИТЕТ"

Институт сервиса, туризма и дизайна (филиал) ФГАОУ ВО "СКФУ" в г. Пятигорске

**Methodological instructions for students on the
organization and conduct of independent work in the
discipline "European experience in organization of green
tourism" for students of the field of study 43.03.02 Tourism
Focus (profile): "International tourism"**

(for full-time education)

(ELECTRONIC DOCUMENT)

Pyatigorsk, 2021

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Introduction

The discipline "European experience in organization of green tourism" is mastered by students during. Part of this time is devoted to classroom work (lectures and seminars), which are conducted with the direct participation of the teacher. The second part is reserved for independent, or extracurricular, student work.

The independent work of students is understood as the planned educational, educational and research, as well as research work of students, which is carried out during extracurricular time at the initiative of the student or on the instructions and with the methodological guidance of the teacher, but without his direct participation. The purpose of independent work is to study topics that are not

considered during classroom activities Tasks of independent work:

- to form and develop the skills of conducting independent work and mastering the research methodology when solving problems and issues developed in educational scientific activities;
- to form and consolidate the ability to correctly, logically correct, reasonably and clearly build oral and written speech;
- to increase the level of students' preparedness for independent work in accordance with the chosen specialty.

Completing assignments for independent work allows the student to consolidate knowledge and acquire practical skills in the field of professional ethics and etiquette. In the process, students must acquire the ability to obtain and systematize ethical knowledge, operate with basic concepts, freely express their opinions, judgments, inferences, and competently conduct polemics.

Independent work of students includes the following types of work:

- independent study of literature, note-taking materials;
- preparation for a practical lesson.

The assessment of independent work is not a separate component in the final assessment on the subject "European experience in organization of green tourism". At the same time, the assessment of independent work is still directly related to the final assessment in the discipline. First, the assessment of independent work is included in the assessment of such a form of intermediate control as the assessment of current work in seminars. Secondly, since self-study in a subject is encouraged, the teacher can (and usually does) use the self-assessment as an incentive for the

exam. In controversial situations, the assessment of independent work can resolve the situation in favor of the student.

Regardless of the type of independent work, the criteria for evaluating independent work can be considered:

a) the ability to conduct analysis;

b) the ability to highlight the main thing (including the ability to rank Problems);

c) independence in the search and study of literature, i.e. the ability to generalize material not only from lectures, but also from different read and studied sources;

d) the ability to use their own examples and observations;

e) interest in the subject;

f) the ability to show the place of this issue in the general structure of the course, its

communication with other issues;

g) the ability to apply their knowledge to answer questions.

Forms of control check an individual assignment, a synopsis of articles.

Methodical recommendations for the study of literature

When working with literary sources, it is important to be able to read, understand and remember what you read correctly. To understand a complex text, it is important not only to be careful when reading, to have knowledge and be able to apply it, but also to master certain mental techniques. One of them is that it is extremely important to perceive not individual words, but sentences and even whole groups of sentences, that is, paragraphs.

When working with literature, extracts are used (a prerequisite for extracts is an exact indication of the source and place from where it was written out). It is advisable to make statements on cards, which facilitates their storage and use. When filling out the cards, it should be borne in mind that two independent questions cannot be entered on one card, because this will make it difficult to classify and store them. The card must contain a designation of its content, a number or code indicating its place in the card, the date of filling, bibliographic data. The entries on the card should be on one side, they should be clear and sufficiently complete. When writing out quotations, it is extremely important to maintain absolute accuracy in conveying the author's thoughts, to put them in quotation marks. Omissions in the quotation are allowed (marked with ellipsis), but they should not change the meaning of the statement.

In the process of working on the material under study, a plan is drawn up in order to more clearly identify the structure of the text, record the system in which the given author presents the material, prepare for a speech, as well as for writing any work, recording your thoughts with a new systematization of the material. The plan may contain individual numbers and other factual information, which, although not actually the plan, but help in the future use of it (for example, when speaking).

When studying theoretical material, an outline is required.

Abstract - this is a short written record of the content of an article, book, lecture, intended for the subsequent recovery of information with varying degrees of completeness.

A synopsis is a systematic, logically coherent record that combines a plan, extracts, abstracts, or at least two of these types of records. Based on the definition, extracts with individual points of the plan, if as a whole they do not reflect the logic of the work, if there is no semantic connection between the individual parts of the record, this is not a synopsis. The synopsis includes not only the main provisions, but also the arguments supporting them, specific facts and examples, but without their detailed description.

Designing can be done in three ways:

- citation (full or partial) of the main provisions of the text; -
- transmission of the main ideas of the text "in their own words"; - mixed
- version.

All variants assume the use of abbreviations.

When writing a synopsis, the following sequence is recommended:

1. Analyze the content of each fragment of the text, highlighting the relatively independent ones in meaning;
2. Select the basic information from each part, removing the redundant;
3. Write down all information important for subsequent recovery in your own words or quoting, using abbreviations.

There are four types of abstracts:

- textual,
- planned, - free, - thematic.

Textual consists of individual quotations from the author. All you need is the ability to highlight phrases that carry the main semantic load. This is an excellent source of the author's verbatim statements and the facts he cites. The textual synopsis has been used for a long time.

Planned - this is a synopsis of individual fragments of the material corresponding to the names of the points of the previously developed plan. He teaches you to consistently and clearly state your thoughts, work on a book, summarizing its content in the formulations of the plan. Such a summary is short, simple and clear in its form. This makes it an indispensable tool for the quick preparation of a report, presentation.

Free synopsis - an individual presentation of the text, i.e. reflects the author's thoughts through your own vision. A detailed study of the text is required.

Free synopsis is a combination of extracts, quotations, sometimes abstracts, part of its text can be provided with a plan. This is the most complete type of synopsis.

Thematic synopsis - presentation of information on one topic from several sources.

Drawing up a thematic synopsis teaches you to work on a topic, thoroughly thinking it over, analyzing different points of view on the same issue. Thus, this synopsis makes it easier to work on the topic, provided that multiple sources are used. Drawing up a synopsis

1. The title of the outlined work (or part of it) and its output, i.e. bibliographic description of the document.
2. Text plan.
3. Presentation of the most significant provisions of the studied material (theses) sequentially and concisely in your own words or in the form of quotations, including specific facts and examples.

4. When composing a synopsis, you can write individual words and whole sentences in abbreviated form, write out only keywords, and use conventions.

5. To make the outline form as vividly as possible reflect its content, arrange the paragraphs "steps" like paragraphs and subparagraphs of the plan, use a variety of ways of underlining, use pencils and pens of different colors.

6. Use an abstract way of presentation (for example: "The author considers ...", "reveals ...").

7. Leave your own comments in the margins.

The final product of independent study of literature on specific topics is a synopsis, a means of assessing this type of activity - an interview, testing.

Methodical recommendations for independent work

Topic 1. Subject, methods and objectives of the discipline "Ecological tourism".

Target: to acquaint with the subject, methods and objectives of the discipline "Ecological tourism".

CPC control form: synopsis of articles, survey.

Type of independent work: 1) preparation for a practical lesson; 2) note-taking of materials.

3) an individual task.

Tasks for the SRS:

Exercise 1. Topic for taking notes Subject, methods and objectives of the discipline "Ecological tourism".

Recommended literature.

List of main literature:

1. Tourism and orienteering: textbook. manual [text] / VF Gorbatov [and others]; Ministry of Education and Science of the Russian Federation, Federal State Autonomous Educational Institution of Higher Professional Education "North Caucasian Federal University". - Stavropol: NCFU Publishing House, 2018 .-- 111 p.

List of additional literature:

1. Geography of tourism: a textbook for teaching university students in the areas of training "Service", "Tourism", "Hotel business" [text] / V. I. Kruzhalin [and others]. - M.: Federal Agency for Tourism, 2017 .-- 328 p.

List of educational and methodological support for independent work

1. Methodical instructions for practical training in the discipline "Ecological tourism" for students of the direction 43.03.02 Tourism.
2. Methodical recommendations for independent work in the discipline "Ecological tourism" for students of the direction 43.03.02 Tourism.

The list of resources of the information and telecommunication network

"Internet" necessary for mastering the discipline

1. <http://biblioclub.ru> EBS "University Library Online";
2. www.elibrary.ru Scientific electronic library e-library;
3. www.library.stavsu.ru Electronic library and electronic catalog of the NCFU scientific library;
4. www.window.edu.ru Information system "Single window of access to educational resources".

Topic 2. Place of discipline in the system of sciences.

Target: familiarize with the main tools for analyzing the external and internal environment and their use in the tourism industry.

CPC control form: synopsis of articles, survey.

Type of independent work: 3) preparation for a practical lesson; 4) note-taking of materials.

3) an individual task.

Tasks for the SRS:

Exercise 1. Topics for notes: "Tools for analyzing the external and internal environment and their use in the tourism industry."

Recommended literature.

List of main literature:

1. Tourism and orienteering: textbook. manual [text] / VF Gorbatov [and others]; Ministry of Education and Science of the Russian Federation, Federal State Autonomous Educational Institution of Higher Professional Education "North Caucasian Federal University". - Stavropol: NCFU Publishing House, 2018 .-- 111 p.

List of additional literature:

1. Geography of tourism: a textbook for teaching university students in the areas of training "Service", "Tourism", "Hotel business" [text] / V. I. Kruzhalin [and others]. - M.: Federal Agency for Tourism, 2017 .-- 328 p.

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List of information and telecommunication network resources

"Internet" required to master the discipline

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2. www.elibrary.ru Scientific electronic library e-library;
3. www.library.stavsu.ru Electronic library and electronic catalog of the NCFU scientific library;

4. www.window.edu.ru Information system "Single window of access to educational resources".

Topic 3. Conceptual and categorical apparatus.

Target: to acquaint with the concept of "marketing in tourism".

CPC control form: note-taking, survey.

Independent work type:

1. preparation for a practical lesson;
2. note-taking of materials.

Tasks for the SRS:

Task 1. Study the sources of the Internet and prepare a short summary of the question: Information support of marketing in tourism.

Recommended literature.

List of main literature:

1. Voskolovich, N.A. Marketing of tourist services: textbook / N.A. Voskolovich. - 2nd ed., Rev. and add. - Moscow: Unity-Dana, 2015. -- 207 p. : tables, diagrams - ISBN 978-5-238-01519-4; The same [Electronic resource]. - URL: <http://biblioclub.ru/index.php?page=book&id=114712>
2. Shpyrnya, O. V. Marketing in the tourism and hospitality industry [Electronic resource]: a textbook for students in the areas of training bachelor's degree "Tourism" and "Hotel business" / O. V. Shpyrnya. - Electronic text data. - Krasnodar, Saratov: Southern Institute of Management, IP Er Media, 2018. -- 119 p. - 978-5-93926-323-8. - Access mode: <http://www.iprbookshop.ru/78034.html>
3. Mazilkina, E. I. Marketing in industries and spheres of activity: textbook / E. I. Mazilkina. - 3rd ed. - M.: Dashkov and K, IP Er Media, 2019. -- 300 p. - ISBN 978-5-394-03162-5. - Text: electronic // Electronic library system IPR BOOKS: [site]. - URL: <http://www.iprbookshop.ru/83143.html>. - Access mode: for authorization users

List of additional literature:

1. Zyuzina, N.N. Marketing in industries and spheres of activity: a tutorial / N.N. Zyuzina. - Lipetsk: Lipetsk State Technical University, EBS ASV, 2019. -- 77 p. - ISBN 978-5-88247-925-0. - Text: electronic // Electronic library system IPR BOOKS: [site]. - URL: <http://www.iprbookshop.ru/88795.html>. - Access mode: for authorization users
2. Marketing in industries and spheres of activity: textbook / V.T. Grishina, L.A. Drobysheva, T.L. Dashkova and others; ed. Yu.V. Morozov, V.T. Grishina. - 9th ed. - Moscow: Publishing and Trade Corporation

"Dashkov and K °", 2018. - 446 p. : ill. - Bibliography. in the book. - ISBN 978-5-394-02263-0

; The same [Electronic resource]. -

Url:

<http://biblioclub.ru/index.php?page=book&id=495786>

3. Bezrutchenko, Yu. V. Marketing in socio-cultural service and tourism [Electronic resource]: textbook / Yu. V. Bezrutchenko. - 2nd ed. - Electronic text data. - M.: Dashkov and K, IP Er Media, 2018. -- 233 p. - 978-5-394-01664-6. - Access mode: <http://www.iprbookshop.ru/75219.html>

4. Sinyaeva, I.M. Marketing services: textbook / I.M. Sinyaeva, O. N. Romanenkova, V.V. Sinyaev; ed. L.P. Dashkova; Financial University under the Government of the Russian Federation. - 2nd ed., Rev. and add. - Moscow :

Publishing and trading corporation "Dashkov and K °", 2017. - 252 p. : ill. -

Bibliography in the book. - ISBN 978-5-394-02723-9; The same [Electronic resource]. - URL: <http://biblioclub.ru/index.php?page=book&id=454142>

The list of educational and methodological support for independent work:

1. Methodological instructions for the implementation of practical work on the discipline "Tourism marketing and brand creation" for students in the field of training 43.04.02 Tourism.
2. Methodological instructions for students on the organization and conduct of independent work in the discipline "Tourism marketing and brand creation" for students in the direction of training 43.04.02 Tourism.
3. Methodological instructions for the implementation of test work in the discipline "Tourism marketing and brand creation" for students in the field of training 43.04.02 Tourism.

List of information and telecommunication network resources

"Internet" required for mastering the discipline:

1. <https://e.lanbook.com/> - Lan electronic library system;
2. [http: //biblioclub...ru/](http://biblioclub...ru/) - Electronic library system

"University Library on-line";

3. [http: //www...iprbookshop...ru/](http://www...iprbookshop...ru/) - Electronic library system
IPRbooks

Topic 4. Consumer behavior in the tourism industry: motivation and expectations.

Target: to familiarize with consumer behavior in the tourism industry:

motivation and expectations

CPC control form: note-taking, survey. Type of independent work: 1. preparation for a practical lesson;

2. note-taking of materials.

Tasks for the SRS:

Task 1. Topic for notes "Consumer Behavior in the Tourism Industry: Motivation and Expectations."

Recommended literature.

List of main literature:

1. Voskolovich, N.A. Marketing of tourist services: textbook / N.A. Voskolovich. - 2nd ed., Rev. and add. - Moscow: Unity-Dana, 2015. -- 207 p. : tables, diagrams - ISBN 978-5-238-01519-4; The same [Electronic resource]. - URL: <http://biblioclub.ru/index.php?page=book&id=114712>

2. Shpyrnya, O. V. Marketing in the tourism and hospitality industry [Electronic resource]: a textbook for students in the areas of training bachelor's degree "Tourism" and "Hotel business" / O. V. Shpyrnya. -

Electronic text data. - Krasnodar, Saratov: Southern Institute of Management, IP Er Media, 2018. -- 119 p. - 978-5-93926-323-8. - Access mode: <http://www.iprbookshop.ru/78034.html>

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users

List of additional literature:

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2. Marketing in industries and spheres of activity: textbook / V.T. Grishina, L.A. Drobysheva, T.L. Dashkova and others; ed. Yu.V. Morozov, V.T. Grishina. - 9th ed. - Moscow: Publishing and Trade Corporation "Dashkov and K °", 2018. - 446 p. : ill. - Bibliography. in the book. - ISBN 978-5-394-02263-0

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3. Bezrutchenko, Yu. V. Marketing in socio-cultural service and tourism [Electronic resource]: textbook / Yu. V. Bezrutchenko. - 2nd ed. - Electronic text data. - M.: Dashkov and K, IP Er Media, 2018. -- 233 p. - 978-5-394-01664-6. - Access mode: <http://www.iprbookshop.ru/75219.html>

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3. Methodological instructions for the implementation of test work in the discipline "Tourism marketing and brand creation" for students in the field of training 43.04.02 Tourism.

List of information and telecommunication network resources

"Internet" required for mastering the discipline:

1. <https://e.lanbook.com/> - Lan electronic library system;
2. [http: //biblioclub...ru/](http://biblioclub...ru/) - Electronic library system

"University Library on-line";

3. [http: //www...iprbookshop...ru/](http://www...iprbookshop...ru/) - Electronic library system
IPRbooks

Topic 5. Segmentation approach to the selection of target markets.

Target: familiarize with approaches to the selection of target markets.

CPC control form: synopsis, survey. Type of independent work: 1. preparation for a practical lesson;

2. note-taking of materials.

Tasks for the SRS:

Exercise 1. Study and outline the topic "Segmentation approach to the selection of target markets" Recommended reading.

List of main literature:

1. Voskolovich, N.A. Marketing of tourist services: textbook / N.A. Voskolovich. - 2nd ed., Rev. and add. - Moscow: Unity-Dana, 2015. -- 207 p. : tables, diagrams - ISBN 978-5-238-01519-4; The same [Electronic resource]. - URL: <http://biblioclub.ru/index.php?page=book&id=114712>

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2. <http://biblioclub...ru/> - Electronic library system

"University Library on-line";

3. <http://www...iprbookshop...ru/> - Electronic library system

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Topic 6. Modern communication technologies for promotion in tourism at the macro, meso and micro levels.

Target: to acquaint with modern communication technologies of promotion in tourism at the macro, meso and micro levels. Form of control of the CDS: testing, synopsis, survey. Type of independent work: 1. preparation for a practical lesson;

2. note-taking of materials. Tasks for the SRS:

Exercise 1. Study and outline the topic "Modern communication technologies of promotion in tourism at the macro, meso and micro levels"

Recommended literature.

List of main literature:

1. Voskolovich, N.A. Marketing of tourist services: textbook / N.A. Voskolovich. - 2nd ed., Rev. and add. - Moscow: Unity-Dana, 2015. -- 207 p. : tables, diagrams - ISBN 978-5-238-01519-4; The same [Electronic resource]. - URL: <http://biblioclub.ru/index.php?page=book&id=114712>

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"University Library on-line";

3. <http://www...iprbookshop...ru/> - Electronic library system
IPRbooks

Topic 7. World and Russian marketing practice

tourist brand destination

Target: familiarize with the main and auxiliary processes in project management.

CPC control form: testing, synopsis, survey. Type of independent work: 1. preparation for a practical lesson;
2. note-taking of materials.

Tasks for the SRS:

Exercise 1. To study and outline the topic "World and Russian practice of marketing a tourist brand destination" Recommended reading.

List of main literature:

1. Voskolovich, N.A. Marketing of tourist services: textbook / N.A. Voskolovich. - 2nd ed., Rev. and add. - Moscow: Unity-Dana, 2015. -- 207 p. : tables, diagrams - ISBN 978-5-238-01519-4; The same [Electronic resource]. - URL: <http://biblioclub.ru/index.php?page=book&id=114712>
2. Shpyrnya, O. V. Marketing in the tourism and hospitality industry [Electronic resource]: a textbook for students in the areas of training bachelor's degree "Tourism" and "Hotel business" / O. V. Shpyrnya. - Electronic text data. - Krasnodar, Saratov: Southern Institute of Management, IP Er Media, 2018. -- 119 p. - 978-5-93926-323-8. - Access mode: <http://www.iprbookshop.ru/78034.html>
3. Mazilkina, E. I. Marketing in industries and spheres of activity:

textbook / E. I. Mazilkina. - 3rd ed. - M.: Dashkov and K, IP Er Media, 2019 .-- 300 p. - ISBN 978-5-394-03162-5. - Text: electronic // Electronic library system IPR BOOKS: [site]. - URL: <http://www.iprbookshop.ru/83143.html>. - Access mode: for authorization users

- List of additional literature:
1. Zyuzina, N.N. Marketing in industries and spheres of activity: a tutorial / N.N. Zyuzina. - Lipetsk: Lipetsk State Technical University, EBS ASV, 2019 .-- 77 p. - ISBN 978-5-88247-925-0. - Text: electronic // Electronic library system IPR BOOKS: [site]. - URL: <http://www.iprbookshop.ru/88795.html>. - Access mode: for authorization users
 2. Marketing in industries and spheres of activity: textbook / V.T. Grishina, L.A. Drobysheva, T.L. Dashkova and others; ed. Yu.V. Morozov, V.T. Grishina. - 9th ed. - Moscow: Publishing and Trade Corporation "Dashkov and K °", 2018. - 446 p. : ill. - Bibliography. in the book. - ISBN 978-5-394-02263-0 ; The same [Electronic resource]. -

Url:

<http://biblioclub.ru/index.php?page=book&id=495786>

3. Bezrutchenko, Yu. V. Marketing in socio-cultural service and tourism [Electronic resource]: textbook / Yu. V. Bezrutchenko. - 2nd ed. - Electronic text data. - M.: Dashkov and K, IP Er Media, 2018 .-- 233 p. - 978-5-394-01664-6. - Access mode: <http://www.iprbookshop.ru/75219.html>
4. Sinyaeva, I.M. Marketing services: textbook / I.M. Sinyaeva, O. N. Romanenkova, V.V. Sinyayev; ed. L.P. Dashkova; Financial University under the Government of the Russian Federation. - 2nd ed., Rev. and add. - Moscow: Publishing and Trade Corporation "Dashkov and K °", 2017. - 252 p. : ill. -

Bibliography in the book. - ISBN 978-5-394-02723-9; The same [Electronic resource]. - URL: <http://biblioclub.ru/index.php?page=book&id=454142>

The list of educational and methodological support for independent work:

1. Methodological instructions for the implementation of practical work on the discipline "Tourism marketing and brand creation" for students in the field of training 43.04.02 Tourism.
2. Methodological instructions for students on the organization and conduct of independent work in the discipline "Tourism marketing and brand creation" for students in the direction of training 43.04.02 Tourism.
3. Methodological instructions for the implementation of test work in the discipline "Tourism marketing and brand creation" for students in the field of training 43.04.02 Tourism.

**The list of resources of the information and telecommunication network
"Internet" necessary for mastering the discipline:**

1. <https://e.lanbook.com/> - Lan electronic library system;
2. <http://biblioclub...ru/> - Electronic library system

"University Library on-line";

3. <http://www...iprbookshop...ru/> - Electronic library system
IPRbooks

Topic 8. Planning and organization of an advertising campaign in tourism.

Target: to acquaint with the planning and organization of an advertising campaign in tourism.

CPC control form: testing, synopsis, survey. Type of independent work: 1. preparation for a practical lesson;
2. note-taking of materials.

Tasks for the SRS:

Exercise 1. Study and outline the topic "Planning and organization of an advertising campaign in tourism" Recommended reading.

List of main literature:

1. Voskolovich, N.A. Marketing of tourist services: textbook / N.A. Voskolovich. - 2nd ed., Rev. and add. - Moscow: Unity-Dana, 2015 .-- 207 p. : tables, diagrams - ISBN 978-5-238-01519-4; The same [Electronic resource]. - URL: <http://biblioclub.ru/index.php?page=book&id=114712>
 2. Shpyrnya, O. V. Marketing in the tourism and hospitality industry [Electronic resource]: a textbook for students in the areas of training bachelor's degree "Tourism" and "Hotel business" / O. V. Shpyrnya. - Electronic text data. - Krasnodar, Saratov: Southern Institute of Management, IP Er Media, 2018 .-- 119 p. - 978-5-93926-323-8. - Access mode: <http://www.iprbookshop.ru/78034.html>
 3. Mazilkina, E. I. Marketing in industries and spheres of activity: textbook / E. I. Mazilkina. - 3rd ed. - M.: Dashkov and K, IP Er Media, 2019 .-- 300 p. - ISBN 978-5-394-03162-5. - Text: electronic // Electronic library system IPR BOOKS: [site]. - URL: <http://www.iprbookshop.ru/83143.html>. - Access mode: for authorization users
- List of additional literature:

1. Zyuzina, N.N. Marketing in industries and spheres of activity: a tutorial / N.N. Zyuzina. - Lipetsk: Lipetsk State Technical University, EBS ASV, 2019 .-- 77 p. - ISBN 978-5-88247-925-0. - Text: electronic // Electronic library system IPR BOOKS: [site]. - URL:

<http://www.iprbookshop.ru/88795.html>. - Access mode: for authorization users

2. Marketing in industries and spheres of activity: textbook / V.T. Grishina, L.A. Drobysheva, T.L. Dashkova and others; ed. Yu.V. Morozov, V.T. Grishina. - 9th ed. - Moscow: Publishing and Trade Corporation "Dashkov and K °", 2018. - 446 p. : ill. - Bibliography. in the book. - ISBN 978-5-394-02263-0 ; The same [Electronic resource]. -

Url:

<http://biblioclub.ru/index.php?page=book&id=495786>

3. Bezrutchenko, Yu. V. Marketing in socio-cultural service and tourism [Electronic resource]: textbook / Yu. V. Bezrutchenko. - 2nd ed. - Electronic text data. - M.: Dashkov and K, IP Er Media, 2018. -- 233 p. - 978-5-394-01664-6. - Access mode: <http://www.iprbookshop.ru/75219.html>

4. Sinyaeva, I.M. Marketing services: textbook / I.M. Sinyaeva, O. N. Romanenkova, V.V. Sinyaev; ed. L.P. Dashkova; Financial University under the Government of the Russian Federation. - 2nd ed., Rev. and add. - Moscow: Publishing and Trade Corporation "Dashkov and K °", 2017. - 252 p. : ill. -

Bibliography in the book. - ISBN 978-5-394-02723-9; The same [Electronic resource]. - URL: <http://biblioclub.ru/index.php?page=book&id=454142>

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2. Methodological instructions for students on the organization and conduct of independent work in the discipline "Tourism marketing and brand creation" for students in the direction of training 43.04.02 Tourism.
3. Methodological instructions for the implementation of test work in the discipline "Tourism marketing and brand creation" for students in the field of training 43.04.02 Tourism.

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1. <https://e.lanbook.com/> - Lan electronic library system;
2. <http://biblioclub...ru/> - Electronic library system

"University Library on-line";

3. <http://www...iprbookshop...ru/> - Electronic library system
- IPRbooks

Topic 9. The concept of the development of sports tourism in the Russian Federation.

Target: to acquaint with the planning and organization of an advertising campaign in tourism.

CPC control form: testing, synopsis, survey. Type of independent work: 1. preparation for a practical lesson;
2. note-taking of materials.

Tasks for the SRS:

Exercise 1. Study and outline the topic "Trademarks and branding as a tool for promotion in tourism" Recommended reading.

List of main literature:

1. Tourism and orienteering: textbook. manual [text] / VF Gorbатов [and others]; Ministry of Education and Science of the Russian Federation, Federal State Autonomous Educational Institution of Higher Professional Education "North Caucasian Federal University". - Stavropol: NCFU Publishing House, 2018 .-- 111 p.

List of additional literature:

1. Geography of tourism: a textbook for teaching university students in the areas of training "Service", "Tourism", "Hotel business" [text] / V. I. Kruzhalin [and others]. - M.: Federal Agency for Tourism, 2017 .-- 328 p.

List of educational and methodological support for independent work

1. Methodical instructions for practical training in the discipline "Ecological tourism" for students of the direction 43.03.02 Tourism.
2. Methodical recommendations for independent work in the discipline "Ecological tourism" for students of the direction 43.03.02 Tourism.

The list of resources of the information and telecommunication network

"Internet" necessary for mastering the discipline

1. <http://biblioclub.ru> EBS "University Library Online";
2. www.elibrary.ru Scientific electronic library e-library;
3. www.library.stavsu.ru Electronic library and electronic catalog of the NCFU scientific library;
4. www.window.edu.ru Information system "Single window of access to educational resources".

Topic 10. Social functions and principles of sports tourism.

Target: to acquaint with trademarks and branding in tourism SRS

control form: testing, synopsis, survey. Type of independent work: 1.

preparation for a practical lesson;

2. note-taking of materials.

Tasks for the SRS:

Exercise 1. Study and outline the topic "The concept of city marketing"

Recommended literature.

List of main literature:

1. Tourism and orienteering: textbook. manual [text] / VF Gorbатов [and others]; Ministry of Education and Science of the Russian Federation, Federal State Autonomous Educational Institution of Higher Professional Education "North Caucasian Federal University". - Stavropol: NCFU Publishing House, 2018 .-- 111 p.

List of additional literature:

1. Geography of tourism: a textbook for teaching university students in the areas of training "Service", "Tourism", "Hotel business" [text] / V. I. Kruzhalin [and others]. - M.: Federal Agency for Tourism, 2017 .-- 328 p.

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2. Methodical recommendations for independent work in the discipline "Ecological tourism" for students of the direction 43.03.02 Tourism.

The list of resources of the information and telecommunication network

"Internet" necessary for mastering the discipline

1. <http://biblioclub.ru> EBS "University Library Online";
2. www.elibrary.ru Scientific electronic library e-library;
3. www.library.stavsu.ru Electronic library and electronic catalog of the NCFU scientific library;
4. www.window.edu.ru Information system "Single window of access to educational resources".

3. List of recommended literature

List of main literature:

1. Tourism and orienteering: textbook. manual [text] / VF Gorbatov [and others]; Ministry of Education and Science of the Russian Federation, Federal State Autonomous Educational Institution of Higher Professional Education "North Caucasian Federal University". - Stavropol: NCFU Publishing House, 2018 .-- 111 p.

List of additional literature:

1. Geography of tourism: a textbook for teaching university students in the areas of training "Service", "Tourism", "Hotel business" [text] / V. I. Kruzhalin [and others]. - M.: Federal Agency for Tourism, 2017 .-- 328 p.

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2. Methodical recommendations for independent work in the discipline "Ecological tourism" for students of the direction 43.03.02 Tourism.

The list of resources of the information and telecommunication network

"Internet" necessary for mastering the discipline

1. <http://biblioclub.ru> EBS "University Library Online";
2. www.elibrary.ru Scientific electronic library e-library;
3. www.library.stavsu.ru Electronic library and electronic catalog of the NCFU scientific library;
4. www.window.edu.ru Information system "Single window of access to educational resources".