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

**Methodical recommendations for practical lessons on the discipline**

**«Маркетинг в международном туризме/  
Marketing in International Tourism»**

Direction of training: 43.03.02 Tourism

Directivity (profile): « International Tourism »

*(for full-time education)*

Pyatigorsk, 201\_\_

Methodical recommendations for practical lessons on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training: 43.03.02 Tourism. Directivity (profile): «International Tourism». Qualification - bachelor.

Methodical recommendations contain the necessary theoretical material on the topic being studied, tasks for performing work, and a list of recommended literature.

Methodical recommendations for the implementation of practical work are reviewed and approved at a meeting of the Department of Tourism and Hospitality Business.

Protocol № \_\_\_\_ от « \_\_\_\_ » \_\_\_\_\_ 201 \_\_\_\_

Acting Head of (graduating) Sub-department of T&HB \_\_\_\_\_ I.V.Ogarkova

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## Introduction

The discipline " Маркетинг в международном туризме/Marketing in International Tourism " is mastered by students within 108 hours. Part of this time (40.5 hours) is allocated to independent or extracurricular work of students, another part (36 hours) is classroom forms of work (lectures and practical classes), which are organized directly by the teacher.

A practical lesson is the most important form of mastering knowledge. Three structural parts of it are obvious: the preceding (preparation for the lesson), the seminar itself (discussion of topics in the group) and the final part (after the students' seminar to fill the gaps in knowledge).

Not only the seminar, but also the preceding and concluding parts of it are necessary links in a holistic system of assimilation of the topic discussed.

The seminar is a means of testing knowledge, developing the skills of independent study of materials in the discipline, working with literature, the ability to logically and consistently expose the learned material. Speaking at a seminar, students should show the ability to highlight the main provisions, illustrate their application, and also draw practically significant conclusions from theoretical positions.

To all topics of the seminars, a list of the most important questions necessary for mastering is given, as well as a list of basic and additional literature necessary for study.

For better assimilation of the material, it is necessary to keep a summary in a separate notebook. Such a summary can be in the form of a response plan for each question of the topic, and in some cases a short answer (with links to the appropriate source: normative material or literature).

At the seminar, much attention is paid to the consideration of not only theoretical issues, but also the implementation of practical exercises aimed at developing skills in cultural speech. For each seminar, the student selects materials from the methodological literature, the media, and the Internet.

It is recommended that you keep a glossary of terms (in alphabetical order) with explanations for them in a separate notebook.

If the student has not prepared for the seminar or missed it for some reason (including due to illness), he is obliged to report on this topic to the teacher conducting the lesson in the group. If you have difficulties in studying the course, you must visit the consultation of the teacher, the lesson, in accordance with the schedule of consultations, which is available at the Department of Tourism and Hospitality.

In preparation for seminars on all topics, students should study:

- recommended in terms of seminars basic literature;
- additional literature recommended in terms of seminars;
- regulatory documentation in the field of labor protection and civil defense.

### Formed competencies:

Code	The wording:
<b><u>Professional competences</u></b>	
<b>PC-8</b>	able of promoting a tourist product using modern technology
<b>PC-10</b>	able to work with statistical information in the implementation of market research using modern software
<b>PC-11</b>	able to analyze tourism resources

## **Practical Class № 1.**

### **The basic concepts of marketing activities.**

**Purpose:** Learn the basic concepts of marketing activities.

**Formed 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.

**Relevance of the topic:** Modern marketing is the entire economic activity of the organization, aimed at producing products in demand or bringing all the resources of the organization in accordance with the requirements and capabilities of the market for profit.

**Theoretical part:**

Marketing (from the English market - the market) literally means the market, market activity, work with the market. The Russian language did not find a suitable equivalent for this term; therefore, it remained untranslated and the corresponding science and practical activities were called “marketing”.

Prerequisites for the emergence of marketing in the late XIX century. served: firstly, unorganized competition, ignoring consumer needs, concentration of industrial and commercial capital, monopoly, i.e. the so-called wild market, and secondly, antitrust laws, i.e. government regulation of the market.

The concept of marketing first appeared in the economic literature and began to be used by market entities in the USA at the beginning of the 20th century. During this period, a number of the most diverse definitions of marketing have been developed: from the most concise to the most detailed and detailed, covering the goals, principles, functions and methods of marketing. In 1902, the teaching of marketing as a science was introduced at American universities, in 1910-1920. - The development of a theory of market regulation tools has begun. Marketing has come a difficult evolutionary path. And it can definitely be argued that marketing has always existed as an exchange, as an activity began literally from the first steps of the primitive man, when the latter began to consciously take care of satisfying his needs and needs. Despite the significant difference in approaches to the definition of marketing, we can distinguish a number of key points that reflect the essence of marketing activity: Marketing is a management process and business philosophy.

Marketing is aimed at satisfying the needs, needs and desires of customers by creating appropriate products and consumer values.

Marketing aims to establish mutually beneficial exchange relationships. Marketing is based on systematic market research and monitoring the efforts that lead to mutual satisfaction of the consumer and the manufacturer.

The evolution of the concept of marketing, which began at the beginning of the 20th century, in the USA, and then in the world, intensified scientific research in the field of marketing, which subsequently led to the emergence of various interpretations of marketing. Typically, marketing is identified with the study of demand, advertising, sales management, etc. Many structures of the so-called alternative economy, offering marketing services, most often involve ordinary mediation, which by its nature is very far from marketing. In the best case, marketing means a comprehensive study of market conditions and development trends.

Surveys conducted in the country among different categories of respondents showed that not only ordinary people, but also the predominant number of heads of business organizations have a very vague idea of the nature of marketing and its resolving capabilities. The transformation processes in the economy and the revival of industry have shifted the focus from trade and intermediary activities to the restoration of industry. The demand for marketing services today is largely determined by industrial enterprises.

Marketing as a concept of managing the actions of market entities in a competitive environment has gained worldwide fame thanks to its effective application in various fields of activity, both commercial and non-commercial. Standing out as an independent science, marketing rightfully

took its place among the achievements of economic sciences and business practice. Successful activity in the competitive environment of each market entity positively affects the overall well-being, which largely depends on the effective marketing management of the respective objects. Today we are constantly faced with the results of marketing. This is evidenced by the abundance of goods in stores, advertising, which filled almost the entire living space of a person. Marketing is everywhere, no matter what you do.

In a broad sense, marketing is a social and managerial process through which individuals and organizations get what they need through the creation of values and the mutual exchange of values. In an applied context, marketing involves building a company profitable relationship in the field of exchange of values with its customers. Based on the foregoing, marketing can be defined as the process by which organizations create value for customers and form strong relationships with them in order to subsequently receive value from them. According to the definition of the founder of marketing theory of the American scientist Philip Kotler, marketing is a type of human activity aimed at satisfying needs and requirements through exchange.

### **Questions and Tasks:**

#### **Prepare reports on the following topics:**

1. The concept and essence of marketing, its goals and objectives.
2. The main elements (categories) of marketing activities.
3. The principles of marketing.
4. Marketing functions.

### **List of recommended literature**

#### **Main literature:**

1. Seifullaeva, M. International marketing [Electronic resource]: a textbook for university students enrolled in the specialty 061500 "Marketing" / M. Сей. Seifullaeva. - Electronic text data. - M.: UNITY-DANA, 2017. - 319 p. - 5-238-00800-7. - Access mode: <http://www.iprbookshop.ru/71021.html>
2. Voskolovich, N. A. Marketing of tourist services [Electronic resource]: a textbook for university students studying in economic specialties / N. A. Voskolovich. - 2nd ed. - Electronic text data. - M.: UNITY-DANA, 2017. - 207 p. - 978-5-238-01519-4. - Access mode: <http://www.iprbookshop.ru/81792.html>

#### **Additional literature:**

1. Lisevich A.V. Marketing in the tourism industry [Electronic resource]: a manual for bachelors / A.V. Lisevich, E.V. Luntova. - Electronic text data. - M.: Dashkov & K, IP Air Media, 2018. - 174 p. - 978-5-394-02434-4. - Access mode: <http://www.iprbookshop.ru/75218.html>
2. Lisevich A.V. Marketing technologies in tourism [Electronic resource]: a manual for secondary vocational schools / Lisevich A.V., Luntova E.V., Dzhalaya M.A. - Electronic textual data. - Saratov: IP Media, 2016. - 68 p. - Access mode: <http://www.iprbookshop.ru/44182>. - ELS "IPRbooks", by password.

#### **Educational and methodological literature:**

1. Methodical recommendations for practical lessons on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.
2. Methodical instructions for students on the organization and conduct of independent work on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.
3. Methodical recommendations for the implementation of course work on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.

#### **Internet resources:**

1. <https://e.lanbook.com/> - Electronic library system Lan;

2. <http://biblioclub.ru/> - Electronic library system « University library on-line»;
3. <http://www.iprbookshop.ru/> - Electronic library system IPRbooks

## **Practical Class №2.**

### **Stages of marketing development and modern marketing concepts.**

**Purpose:** Explore the stages of marketing development and modern marketing concepts.

**Formed 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.

**Relevance of the topic:** Modern marketing is the entire economic activity of the organization, aimed at producing products in demand or bringing all the resources of the organization in accordance with the requirements and capabilities of the market for profit.

#### **Theoretical part:**

Since the mid-19th century, the trend toward uncontrolled concentration of industrial and commercial capital, disordered trade, and devastating crises have given American economists a reason to call the market “wild.” By the end of the 19th century, the reaction of society to such a market was the emergence of antitrust laws (Sherman Act, USA), which allows regulating entrepreneurial activity in the public interest.

At the beginning of the 20th century (until the beginning of the 1920s), the development of a theory of market management tools began in a number of US universities (primarily at Harvard Business School). Initially, it was believed that the main goal was the creation on a scientific basis of a sales system for goods, so the new science was called "distribution".

Later, the theory gets a broader interpretation, covering promotion, demand satisfaction, pricing, etc., and in the beginning of the 1920s, science acquired the name “marketing”.

At first, marketing developed with some delay in relation to the development of the economy, generalizing the market practice of successfully operating firms. At the first stage of its development, marketing systematized a lot of disparate facts, linking them with environmental conditions, deducing patterns, in the future, marketers and analysts themselves began to suggest ways to improve the marketing activities of companies.

In developed countries, the history of the development of marketing as a regulatory system is closely connected with the stages of market development and guidelines in the market activity of firms.

Based on the historical stages of the development of classical marketing, there are several conceptual approaches to its organization:

- production concept (until the beginning of the 1930s);
- marketing concept (until the early 1950s);
- commodity concept (until the early 1970s);
- consumer concept (until the end of the 1970s);
- socio-ethical concept (1980s).

At the initial stages of market development, when the market was unsaturated, demand exceeded supply and was quantitative in nature, buyers competed among themselves. In such ideal conditions for the manufacturer and seller, the initial concept of marketing regulation of the market was formed.

#### **Questions and Tasks:**

##### **Prepare reports on the following topics:**

1. Stages of marketing development.
2. Marketing concepts and the evolution of their development.
3. The concept of "improving production" (until the beginning of the 30s).

4. The concept of improving sales (until the beginning of the 50s).
5. Commodity concept (until the beginning of the 70s).
6. Concept marketing mix, concept 5P.

### **List of recommended literature**

#### **Main literature:**

1. Seifullaeva, M. International marketing [Electronic resource]: a textbook for university students enrolled in the specialty 061500 "Marketing" / M. Сей. Seifullaeva. - Electronic text data. - M.: UNITY-DANA, 2017. -- 319 p. - 5-238-00800-7. - Access mode: <http://www.iprbookshop.ru/71021.html>
2. Voskolovich, N. A. Marketing of tourist services [Electronic resource]: a textbook for university students studying in economic specialties / N. A. Voskolovich. - 2nd ed. - Electronic text data. - M.: UNITY-DANA, 2017. -- 207 p. - 978-5-238-01519-4. - Access mode: <http://www.iprbookshop.ru/81792.html>

#### **Additional literature:**

1. Lisevich A.V. Marketing in the tourism industry [Electronic resource]: a manual for bachelors / A.V. Lisevich, E.V. Luntova. - Electronic text data. - M.: Dashkov & K, IP Air Media, 2018. -- 174 p. - 978-5-394-02434-4. - Access mode: <http://www.iprbookshop.ru/75218.html>
2. Lisevich A.V. Marketing technologies in tourism [Electronic resource]: a manual for secondary vocational schools / Lisevich A.V., Luntova E.V., Dzhalaya M.A. - Electronic textual data. - Saratov: IP Media, 2016. — 68 p. — Access mode: <http://www.iprbookshop.ru/44182>. — ELS "IPRbooks", by password.

#### **Educational and methodological literature:**

1. Methodical recommendations for practical lessons on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.
2. Methodical instructions for students on the organization and conduct of independent work on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.
3. Methodical recommendations for the implementation of course work on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.

#### **Internet resources:**

1. <https://e.lanbook.com/> - Electronic library system Lan;
2. <http://biblioclub.ru/> - Electronic library system « University library on-line»;
3. <http://www.iprbookshop.ru/> - Electronic library system IPRbooks

### **Practical Class № 3.**

#### **Tourism product as the basis of tourism marketing.**

**Purpose:** Explore the tourism product as a basis for tourism marketing.

**Formed 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.

**Relevance of the topic:** Tourism has an economic impact on the local economy, stimulating the export of local products. In contrast to the marketing of many consumer goods, marketing in tourism has its own specific features that arise primarily due to the specific nature of tourism services.

#### **Theoretical part:**

The tourism product in the narrow sense is the services of each specific sector of the tourism



industry (for example, a hotel product, tour product of a tour operator, a transport company, and so on). In a broad sense, a tourist product is a complex of goods and services that together form a tourist trip (tour) or having a direct relationship to it. The main tourist product is a comprehensive service, i.e. standard set of services sold to tourists in one "package".

The tourist product, along with the general specific characteristics of the services, has its own distinctive features:

1. This is a complex of services and goods, characterized by a complex system of relationships between various components.
2. The demand for tourism services is extremely flexible in relation to income and prices, but largely depends on political and social conditions.
3. The consumer, as a rule, cannot see the tourist product before its consumption, and the consumption itself in most cases is carried out directly at the place of production of the tourist service.
4. The consumer travels the distance separating him from the product and place of consumption, and not vice versa.
5. A tourist product depends on such variables as space and time; it is characterized by fluctuations in demand.
6. A tourist product is created by the efforts of many enterprises, each of which has its own working methods, specific needs and various commercial goals.
7. The high quality of tourist services cannot be achieved if there are even minor flaws, since tourist services consist of these very little things and small details.
8. The quality of tourism services is influenced by external factors of a force majeure nature (environmental conditions, weather, tourism policy, international events, etc.).

These specific features of the tourism product have a significant impact on marketing in tourism.

#### **Questions and Tasks:**

##### **Prepare reports on the following topics:**

1. Marketing in tourism and its features.
2. Travel product, as the main concept of travel marketing.
3. The types and objectives of marketing research.
4. The main stages of marketing.

#### **List of recommended literature**

##### **Main literature:**

1. Seifullaeva, M. International marketing [Electronic resource]: a textbook for university students enrolled in the specialty 061500 "Marketing" / M. Сей. Seifullaeva. - Electronic text data. - M.: UNITY-DANA, 2017. -- 319 p. - 5-238-00800-7. - Access mode: <http://www.iprbookshop.ru/71021.html>

2. Voskolovich, N. A. Marketing of tourist services [Electronic resource]: a textbook for university students studying in economic specialties / N. A. Voskolovich. - 2nd ed. - Electronic text data. - M.: UNITY-DANA, 2017. -- 207 p. - 978-5-238-01519-4. - Access mode: <http://www.iprbookshop.ru/81792.html>

##### **Additional literature:**

1. Lisevich A.V. Marketing in the tourism industry [Electronic resource]: a manual for bachelors / A.V. Lisevich, E.V. Luntova. - Electronic text data. - M.: Dashkov & K, IP Air Media, 2018. -- 174 p. - 978-5-394-02434-4. - Access mode: <http://www.iprbookshop.ru/75218.html>

2. Lisevich A.V. Marketing technologies in tourism [Electronic resource]: a manual for secondary vocational schools / Lisevich A.V., Luntova E.V., Dzhalaya M.A. - Electronic textual data. - Saratov: IP Media, 2016. — 68 p. — Access mode: <http://www.iprbookshop.ru/44182>. — ELS "IPRbooks", by password.

##### **Educational and methodological literature:**

1. Methodical recommendations for practical lessons on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.

2. Methodical instructions for students on the organization and conduct of independent work on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.

3. Methodical recommendations for the implementation of course work on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.

**Internet resources:**

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2. <http://biblioclub.ru/> - Electronic library system « University library on-line»;
3. <http://www.iprbookshop.ru/> - Electronic library system IPRbooks

**Practical Class № 4.**

**Analysis of internal and external marketing environment.**

**Purpose:** To study the analysis of internal and external marketing environment.

**Formed 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.

**Relevance of the topic:** The results of the enterprise are largely determined by its marketing environment. Therefore, knowledge of this environment and the ability to respond to its changes and impact on the internal structures of the enterprise are necessary.

**Theoretical part:**

The external environment of the organization includes such elements as consumers, competitors, government agencies, suppliers, financial organizations and labor sources. In fact, there are many more elements of the external environment, but we will not go into the wilds and confine ourselves to those that mainly affect the success of the organization. The external environment of the organization is divided into two main groups: the environment of direct and indirect impact. The direct impact environment includes factors that directly affect the organization. These factors include consumers, competitors, suppliers, financial institutions and government agencies. The environment of indirect influence does not directly affect the organization but nevertheless affects the decisions it makes.

Analysis of the internal environment of the organization is usually carried out to compare the position of the company with the position of competitors. The study of the internal environment is aimed at identifying the strengths and weaknesses of the organization. The internal environment of the organization is the production potential of the enterprise. The main variables of the organization's internal environment are: goals (what the organization is striving for), structure (relations established between departments united into one whole), labor resources, equipment, technology (means of transforming raw materials), organization culture (principles and norms, supported and shared by employees of the organization).

**Questions and Tasks:**

**Prepare reports on the following topics:**

1. Marketing environment travel agencies.
2. The structure of the analysis of the marketing environment.
3. Assessment of the internal and external environment based on a SWOT analysis.
4. Development of recommendations for improving marketing.

**List of recommended literature**

**Main literature:**

1. Seifullaeva, M. International marketing [Electronic resource]: a textbook for university students enrolled in the specialty 061500 "Marketing" / M. Сей. Seifullaeva. - Electronic text data. - M.: UNITY-DANA, 2017. -- 319 p. - 5-238-00800-7. - Access mode: <http://www.iprbookshop.ru/71021.html>

2. Voskolovich, N. A. Marketing of tourist services [Electronic resource]: a textbook for university students studying in economic specialties / N. A. Voskolovich. - 2nd ed. - Electronic text data. - M.: UNITY-DANA, 2017. -- 207 p. - 978-5-238-01519-4. - Access mode: <http://www.iprbookshop.ru/81792.html>

#### **Additional literature:**

1. Lisevich A.V. Marketing in the tourism industry [Electronic resource]: a manual for bachelors / A.V. Lisevich, E.V. Luntova. - Electronic text data. - M.: Dashkov & K, IP Air Media, 2018. -- 174 p. - 978-5-394-02434-4. - Access mode: <http://www.iprbookshop.ru/75218.html>

2. Lisevich A.V. Marketing technologies in tourism [Electronic resource]: a manual for secondary vocational schools / Lisevich A.V., Luntova E.V., Dzhalaya M.A. - Electronic textual data. - Saratov: IP Media, 2016. — 68 p. — Access mode: <http://www.iprbookshop.ru/44182>. — ELS "IPRbooks", by password.

#### **Educational and methodological literature:**

1. Methodical recommendations for practical lessons on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.

2. Methodical instructions for students on the organization and conduct of independent work on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.

3. Methodical recommendations for the implementation of course work on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.

#### **Internet resources:**

1. <https://e.lanbook.com/> - Electronic library system Lan;

2. <http://biblioclub.ru/> - Electronic library system « University library on-line»;

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

### **Practical Class № 5. Marketing research of consumers.**

**Purpose:** Explore Consumer Marketing Research.

**Formed 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.

**Relevance of the topic:** Consumer research - analyzes the nature of consumer purchases determined by their personal, cultural, social and psychological factors, the study of which is the most important task of marketing research. The information provided by the analysis of the collected data can be used to determine: the share of potential buyers, brands of goods (firms) of the main goods (firms) of competitors; determining the level of memorability of brands and company names; the relationship between the indicator of fame and market share for each brand, measuring the distance between individual brands (firms) on the fame scale; index of intention to buy a product of a certain brand; customer satisfaction level; percentage of repeat purchases, etc.

#### **Theoretical part:**

The study of the market potential of a tourist enterprise ends with a stage that has not only special meaning from the position of successful implementation of activities in accordance with the marketing concept, but also a huge practical interest. In the structure of a market economy, the course of movement of any enterprise is set by a consumer who buys a tourist product at his

own request and thereby shows the seller what needs to be offered on the market. A travel company offering services that effectively meet customer requirements will be generously rewarded. Therefore, consumer research in the field of tourism can be considered the most important area of marketing research.

The analysis of consumers, the discovery of the main motives for buying travel services and the consideration of consumer behavior give the head and specialist of the enterprise a large arsenal, without which successful activity in the market is not feasible, namely, knowing your consumer. A true understanding of customers gives travel agencies the opportunity to:

- 1) to predict their needs;
- 2) to find services that are in maximum demand;
- 3) improve communication with potential consumers;
- 4) earn the trust of customers through awareness of their requests;
- 5) know what the client is guided by when deciding on the purchase of travel services;
- 6) to find out the sources of information used in making decisions on the acquisition of tourism services;
- 7) determine who and how affects the formation and decision-making on the purchase of tourism products;
- 8) to form an appropriate marketing strategy and specific components of the most effective marketing mix;
- 9) organize a customer feedback system;
- 10) carry out effective work with consumers.

The organization of a true understanding of customers in marketing is based on the following views:

- 1) the consumer is free;
- 2) consumer behavior is recognized through its study;
- 3) consumer behavior can be affected;
- 4) consumer behavior is socially fair.

Consumer freedom is expressed in the fact that his behavior is aimed at a specific goal. Travel services may or may not be acquired to the extent that they meet its requirements. Enterprises win success if they give the client independence of choice and real benefits. Awareness of this and the constant adaptation of travel offers to customer requirements ensures the effectiveness of the practical implementation of the marketing concept.

Consumer behavior is recognized through its study. It is carried out in the process of creating a model of customer behavior, analysis of motives and factors characterizing needs and ways to satisfy them.

Consumer behavior can be influenced. Marketing can have a pretty powerful effect on customer motivation and behavior. This can be achieved if the proposed tourist product is actually a tool to satisfy the needs of consumers. But this is not any manipulation of consumer behavior.

Consumer behavior is socially fair because their independence in a market economy is based on a number of rights. Following them is the main task of both society as a whole and individual organizations. Social justice of buyers' rights is a guarantee of satisfying their needs. Lying, misrepresentation, low level of quality of services, lack of response to fair complaints, claims and other similar actions are nothing more than a gross violation of the legitimate rights and interests of consumers.

In the course of marketing research, a tourist company should receive answers to some basic questions.

1. Who is currently a client of the company, who can become him in the future?
2. What are the needs and wishes of consumers?
3. What factors affect customer needs?
4. What arguments affect consumers when buying travel services?
5. What are the unmet needs of consumers who can become a significant source of ideas for the development and improvement of the enterprise?

6. How does the decision-making process on the purchase of travel services or arrival in a travel agency?

**Questions and Tasks:**

**Prepare reports on the following topics:**

1. The essence and functions of marketing, a system of marketing information.
2. Types and methods of marketing research, their characteristics.
3. The portrait and behavior of consumers, their attitude to goods, trademarks, manufacturers.
4. Consumer behavior in the market.

**List of recommended literature**

**Main literature:**

1. Seifullaeva, M. International marketing [Electronic resource]: a textbook for university students enrolled in the specialty 061500 "Marketing" / M. Сей. Seifullaeva. - Electronic text data. - M.: UNITY-DANA, 2017. -- 319 p. - 5-238-00800-7. - Access mode: <http://www.iprbookshop.ru/71021.html>
2. Voskolovich, N. A. Marketing of tourist services [Electronic resource]: a textbook for university students studying in economic specialties / N. A. Voskolovich. - 2nd ed. - Electronic text data. - M.: UNITY-DANA, 2017. -- 207 p. - 978-5-238-01519-4. - Access mode: <http://www.iprbookshop.ru/81792.html>

**Additional literature:**

1. Lisevich A.V. Marketing in the tourism industry [Electronic resource]: a manual for bachelors / A.V. Lisevich, E.V. Luntova. - Electronic text data. - M.: Dashkov & K, IP Air Media, 2018. -- 174 p. - 978-5-394-02434-4. - Access mode: <http://www.iprbookshop.ru/75218.html>
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**Educational and methodological literature:**

1. Methodical recommendations for practical lessons on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.
2. Methodical instructions for students on the organization and conduct of independent work on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.
3. Methodical recommendations for the implementation of course work on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.

**Internet resources:**

1. <https://e.lanbook.com/> - Electronic library system Lan;
2. <http://biblioclub.ru/> - Electronic library system « University library on-line»;
3. <http://www.iprbookshop.ru/> - Electronic library system IPRbooks

**Practical Class № 6.**

**The segmentation process in tourism.**

**Purpose:** To study the segmentation process in tourism.

**Formed 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.

**Relevance of the topic:** Markets are made up of buyers, and buyers differ from each other in a variety of ways: in terms of their needs, financial and other capabilities, location, shopping views and buying habits. When segmenting the market, companies divide large heterogeneous markets into smaller segments that can be more efficiently covered by goods and services, in accordance with the specific needs of these segments.

**Theoretical part:**

Segmentation of the tourism market is defined as the activity of classifying potential consumers in accordance with the qualitative and quantitative characteristics of their demand. In other words, performing segmentation, the company divides the market into separate groups of customers, each of which may require the same or similar types of services. The main purpose of segmentation is to ensure that the tourism product is targeted because it cannot meet the needs of all consumers at once. Through it, the main marketing principle is realized - customer orientation. At the same time, the tourism company does not spray, but concentrates its efforts in the “direction of the main blow” (the most promising market segments for it). Thereby, an increase in the effectiveness of the applied forms and methods of sales, advertising, sales promotion, etc. Thus, segmentation is, on the one hand, a technique for finding parts of the market and identifying objects (primarily consumers) that the marketing activities of a tourism company are guided by. On the other hand, it is a managerial approach to the process of making market decisions and the basis for choosing the optimal combination of marketing elements.

The practice of marketing in tourism convincingly shows that market segmentation:

It is a means of choosing the most promising target market;

-allows you to maximize customer satisfaction;

helps to choose the best marketing strategy;

- promotes the establishment of achievable and realistic goals;

- makes it possible to increase the level of decisions made, providing their substantiation with information on consumer behavior in the market;

- provides increased competitiveness, both of the services offered and of the enterprise as a whole;

-assumes optimization of marketing costs of a tourist enterprise;

-allows you to avoid competition or reduce its degree by mastering an unoccupied segment.

**Questions and Tasks:**

**Prepare reports on the following topics:**

1. Directions and main approaches to the study of demographic and socio-economic segmentation .

2. Characterization and classification when segmenting tourism .

3. The patterns of customer service organization and the requirements for this process.

**List of recommended literature**

**Main literature:**

1. Seifullaeva, M. International marketing [Electronic resource]: a textbook for university students enrolled in the specialty 061500 "Marketing" / M. Сей. Seifullaeva. - Electronic text data. - M.: UNITY-DANA, 2017 .-- 319 p. - 5-238-00800-7. - Access mode: <http://www.iprbookshop.ru/71021.html>

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#### **Educational and methodological literature:**

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2. Methodical instructions for students on the organization and conduct of independent work on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.

3. Methodical recommendations for the implementation of course work on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.

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2. <http://biblioclub.ru/> - Electronic library system « University library on-line»;
3. <http://www.iprbookshop.ru/> - Electronic library system IPRbooks

### **Practical Class № 7.**

#### **Microenvironment of a tourist enterprise.**

**Purpose:** To study the microenvironment of a tourist enterprise.

**Formed 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.

**Relevance of the topic:** Marketing research is essential. They also require an integrated and detailed approach. But the means and forces spent on conducting marketing research, subject to careful development and compliance with all necessary rules, fully pay off and largely determine the successful operation of the company.

#### **Theoretical part:**

The internal environment (microenvironment) is a part of the general marketing environment that is located within the enterprise and is controlled by it. It contains the potential that enables the company to function, and, therefore, to exist and survive in a certain period of time. The internal environment is analyzed in the following areas:

- personnel (their potential, qualifications; selection, training and promotion; evaluation of labor results and incentives; maintaining and maintaining relations between employees, etc.);
- management organization (communication processes; organizational structures; norms, rules, procedures; distribution of rights and responsibilities; hierarchy of subordination);
- finance (maintaining liquidity, ensuring profitability, creating investment opportunities);
- marketing (tourism product strategy; pricing strategy; marketing strategy; communication strategy).

The purpose of the study of the internal environment is to clarify the strengths and weaknesses of the tourism enterprise. The revealed strengths serve as the basis on which the company relies on competition and which it should expand and strengthen. Weaknesses should be the focus of attention. You must try to get rid of most of them.

The internal environment determines the possibilities for the effective functioning of a tourist enterprise. But it can also be a source of problems if it does not provide the necessary conditions for the integrated use of the concept of marketing.

If the actions of various services and personnel of a travel agency are not united by a single

marketing strategy, the “swan, cancer and pike” effect may occur when, for example, individual departments and employees are not interested in realizing the general marketing goals. A similar situation can be avoided if you try to raise the culture of the enterprise, which should be subjected to the most serious analysis in the process of marketing research. The culture of the enterprise consists of many norms, rules and values, which it is guided in its activities. Culture covers the existing system of relations between people at the enterprise, the distribution of power, management style, personnel issues, and the determination of development prospects. The achieved level of culture can help the company work competently, the lack of culture, on the contrary, will impede the normal implementation of its business behavior. Everything here matters - starting from the design of the office and ending with what kind of reaction of employees is caused by one or another version of the marketing strategy.

### **Questions and Tasks:**

#### **Prepare reports on the following topics:**

1. Studies of the marketing environment of a tourist enterprise.
2. Analysis of the internal environment of the enterprise.
3. Factors affecting the activities of the company.
4. Marketing research, product development, organization of its distribution, pricing, advertising.

### **List of recommended literature**

#### **Main literature:**

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2. <http://biblioclub.ru/> - Electronic library system « University library on-line»;
3. <http://www.iprbookshop.ru/> - Electronic library system IPRbooks



## **Practical Class № 8.**

### **Basic concepts of marketing strategies.**

**Purpose:** Learn the basic concepts of marketing strategies.

**Formed 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.

**Relevance of the topic:** Strategic marketing is an active marketing process with a long-term horizon of the plan, aimed at exceeding average market indicators by systematically pursuing a policy of creating goods and services that provide consumers with goods of higher consumer value than competitors. Strategic marketing focuses the company on economic opportunities adapted to its resources and providing potential for growth and profitability. The objective of strategic marketing is to clarify the company's mission, develop goals, formulate a development strategy and ensure a balanced structure of the company's product portfolio.

#### **Theoretical part:**

The main substantive stages of strategic marketing activities are conducting a SWOT analysis, gaining a certain vision of the picture of the market world and a company in this world, as well as strategic goal setting. The first stage of strategic marketing activity is a SWOT analysis of the situation on the market and the company itself. The English abbreviation means complex - "strengths - weaknesses - opportunities - threats." So, the analysis of the strengths and weaknesses of the company, its potential in comparison with competitors can be carried out in the following main aspects: enterprise management: culture and philosophy, goals and strategies, employee motivation system; marketing: phases of the life cycle of goods, pricing, communication and marketing; research and development: intensity and results, know-how, use of new information technologies; personnel: age structure, level of education, qualification and motivation of management; production: equipment, flexibility, quality of production planning and management; finance: equity share, financial balance, loan opportunities; analysis of potential opportunities and threats is most often carried out as a comparative analysis of certain target markets in the following aspects:

- a) quantitative data: market potential; real market size; market saturation level; market growth rates; market distribution between manufacturers (competitors); need stability; price dynamics; development of communications and marketing;
  - b) quality data: customer needs structure; motives for purchases; features of preferred forms of the acquisition process; ways to obtain information by consumers; distribution of forces between market entities of different categories (manufacturers, intermediaries and consumers).
- In strategic marketing, a consistent forward movement is being made from analyzing the situation, through forecasts of its development to developing scenarios. On this basis, the company comes to a new vision of the future world, forming strategic goals and the strategy itself.

A vision of the future picture of the surrounding market world with the company's own participation will orient its strategic activity towards achieving a new position in the coordinates of the attractiveness of market segments and positive shifts in relation to competitors.

#### **Questions and Tasks:**

##### **Prepare reports on the following topics:**

1. An active marketing process with a long-term horizon of the plan, market potential and customer needs.
2. Definition of a strategy for resource mobilization and logical sequence.
3. Forecasting the company's long-term competitive position and market research.

### **List of recommended literature**

#### **Main literature:**

1. Seifullaeva, M. International marketing [Electronic resource]: a textbook for university

students enrolled in the specialty 061500 "Marketing" / М. Сей. Seifullaeva. - Electronic text data. - М.: UNITY-DANA, 2017 .-- 319 p. - 5-238-00800-7. - Access mode: <http://www.iprbookshop.ru/71021.html>

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#### **Additional literature:**

1. Lisevich A.V. Marketing in the tourism industry [Electronic resource]: a manual for bachelors / A.V. Lisevich, E.V. Luntova. - Electronic text data. - М.: Dashkov & K, IP Air Media, 2018 .-- 174 p. - 978-5-394-02434-4. - Access mode: <http://www.iprbookshop.ru/75218.html>

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#### **Educational and methodological literature:**

1. Methodical recommendations for practical lessons on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.

2. Methodical instructions for students on the organization and conduct of independent work on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.

3. Methodical recommendations for the implementation of course work on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.

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

### **Practical Class № 9.**

#### **Pricing policy of a tourism enterprise.**

**Purpose:** To study the pricing policy of a tourism company.

**Formed 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.

**Relevance of the topic:** Pricing is the central problem of the economic activity of a travel agency, since price is the most important element of marketing on which income depends. Freedom to establish, in the rules for their application is not a mandatory property of market relations and full price liberalization. On the contrary, reasonable pricing contributes to the economic development of the enterprise.

#### **Theoretical part:**

The choice of pricing strategy, the approach to determining the price of new tourism products, the regulation of prices for existing ones are an integral part of the marketing activities of tourism companies. The development of a price policy is carried out taking into account external and internal factors of development of a tourist organization.

External factors:

- the ratio of supply and demand;
- the level and dynamics of competing prices;
- state regulation of the economy as a whole, and tourism in particular;

- political situation;
- consumers, their solvency, interests, habits, tastes.

Pricing is largely determined by the image of a tourism company. The travel company, offering its services, must first of all take care of how consumers will perceive its products. Therefore, when developing a pricing strategy, a tourist organization should take into account the image perceived by customers, since the more prestigious a travel agency is, the more trust and popularity its services enjoy.

Different consumer groups have different perceptions of the image of the travel agency, since the demands and requirements for the level of service are differentiated. Therefore, the pricing strategy should determine the nature of the relationship with each individual consumer segment. So, a small travel company may be mistrusted by high-income customers. At the same time, less well-off tourists will be happy to use its services. A travel agency should orient its pricing strategy in such a way that the services offered to various groups of clients correspond in quality and price to the image of a tourist organization perceived by them.

Internal factors (pricing goals):

- maximization of current profit from the formation and sale of a tourist product;
- retention of market positions;
- Achieving leadership in the quality of tourism products;
- gaining and maintaining leadership in the market of tourist services;
- the desire of a tourism organization to increase the growth rate of formation and implementation, even by reducing revenue;
- the desire to raise your image (prestige);
- the interest of the tour operator and travel agent in increasing its share in the market of travel services;
- the desire of the tour operator to evade accusations of monopolization;
- the desire to avoid bankruptcy.

### **Questions and Tasks:**

**Prepare reports on the following topics:**

1. Market pricing conditions.
2. Costs and production costs.
3. Factors affecting pricing.
4. Price elasticity of demand.

## **List of recommended literature**

### **Main literature:**

1. Seifullaeva, M. International marketing [Electronic resource]: a textbook for university students enrolled in the specialty 061500 "Marketing" / M. Сеї. Seifullaeva. - Electronic text data. - M.: UNITY-DANA, 2017 .-- 319 p. - 5-238-00800-7. - Access mode: <http://www.iprbookshop.ru/71021.html>
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### **Educational and methodological literature:**

1. Methodical recommendations for practical lessons on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.

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### **Practical Class № 10.**

#### **Development of marketing policy travel agencies.**

**Purpose:** To study the development of marketing policy travel agencies.

**Formed 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.

**Relevance of the topic:** The relevance and significance of the chosen topic are due to: the place and role of the problem of managing sales policy in the strategy to increase production efficiency; the need to identify areas of formation of an effective sales policy and organization of this process in enterprises.

#### **Theoretical part:**

Distribution - a type of activity and structural units that are engaged in advertising, sales, transportation of products and the provision of services to customers. Firms have alternatives in organizing the distribution of their product. Moreover, it is based on the principle orientation of satisfying the diverse requests of the end consumer (or on building such a distribution system that would be effective both for the company itself and for intermediaries) and its mode of existence, considered as a set of actions to maximize the approximation of the goods to target group of consumers (or vice versa, attracting consumers to the goods of the company). The choice of orientation and method of satisfying consumer demands is the essence of the firm's "policy" of the company in the field of marketing. The sales policy of the manufacturer of the product should be considered as a focused activity, principles and methods, the implementation of which are designed to organize the movement of the flow of goods to the end consumer. The main task is to create the conditions for turning the needs of a potential buyer into real demand for a particular product. These conditions include elements of the marketing policy, distribution capital (distribution, distribution), together with the functions with which they are endowed.

The main elements of the sales policy are the following:

- transportation of products - its physical movement from producer to consumer;
- finalization of products - selection, sorting, assembly of the finished product, etc., which increases the degree of accessibility and readiness of products for consumption;
- storage of products - the organization of the creation and maintenance of its necessary stocks;
- contacts with consumers - actions for the physical transfer of goods, placing orders, organizing payment and settlement transactions, legalizing the transfer of ownership of the goods, informing the consumer about the product and company, as well as collecting information about the market.

The sales system of products is a key link in the logistics of sales and a kind of finishing complex in all the activities of the company in the creation, production and delivery of goods to the consumer.

The marketing policy of an organization (enterprise) in the broadest sense should be understood as the set of marketing strategies (strategies for market coverage, product positioning, etc.) and a set of measures (decisions and actions) to form an assortment of products and pricing selected by its leadership the formation of demand and sales promotion (advertising, customer service, commercial lending, discounts), the conclusion of contracts for the sale (supply) of goods, goods distribution, transportation, Inc. sation of receivables, organizational, logistical and other marketing aspects.

### **Questions and Tasks:**

#### **Prepare reports on the following topics:**

1. The essence and basic concepts of marketing policy in a tourism organization.
2. Sales channels of a tourist product.
3. The level of the distribution channel.
4. Competitive advantages of a travel company in the sales market.

### **List of recommended literature**

#### **Main literature:**

1. Seifullaeva, M. International marketing [Electronic resource]: a textbook for university students enrolled in the specialty 061500 "Marketing" / M. Сей. Seifullaeva. - Electronic text data. - M.: UNITY-DANA, 2017 .-- 319 p. - 5-238-00800-7. - Access mode: <http://www.iprbookshop.ru/71021.html>

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#### **Educational and methodological literature:**

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## **Practical Class № 11.**

### **Communication policy of the enterprise.**

**Purpose:** To study the communication policy of the enterprise.

**Formed 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.

**Relevance of the topic:** The use of communication tools by the enterprise at any degree of market saturation is able to adjust the behavior of business entities, intermediaries and consumers in the direction of increasing the effectiveness of the final results of its activities. Sales promotion, as one of the most important communication tools, allows you to effectively adapt sales activities to environmental conditions.

**Theoretical part:**

Communication is the non-stop activity of all people and, therefore, of all organizations. In addition, it is the central link in the communication of people with each other, ensuring the coherence of their actions, it is the most important element of all interpersonal relationships, from which the life of society as a whole arises. However, people not only send and receive information in order to coordinate their activities, at the same time they strive to send signals to the world around them, reflecting their idea of themselves. Any social act of a person is perceived by other members of society and therefore is also a form of communication. A modern company manages a complex communication system, where communication is seen as an information interaction between objects. The company itself maintains communications with its intermediaries, consumers and various contact audiences. At the same time, each group maintains a communicative feedback with everyone else. That is why the successful activity of the company in many respects depends on a properly constructed communication policy. The very term of communicative policy is interpreted by modern theorists and practitioners in two main directions.

Communicative policy:

1. A prospective course of action for the enterprise and the presence of such a well-grounded strategy for using a complex of communicative tools (communicative mix) and organizing interaction with all subjects of the marketing system, which ensures stable and effective activity in generating demand and promoting goods and services to the market in order to satisfy needs buyers and making a profit.
2. Development of a stimulus complex, i.e. measures to ensure effective interaction of business partners, the organization of advertising, methods of sales promotion, public relations and personal selling.

The communication policy of the company is the key to understanding all the processes taking place inside and the core on which confidence in the correctness of the chosen path rests. The communication process itself includes nine elements and is represented by F. Kotler in the following model:

Sender - the party sending the appeal to the other party (client company).

Encoding - a set of characters transmitted by the sender.

Information dissemination media are communication channels through which the appeal is transmitted from the sender to the recipient.

Decryption - the process during which the recipient attaches importance characters transmitted by the sender.

Recipient - the party receiving the appeal transferred by the other party. A response is a set of recipient responses resulting from contact with a call.

Feedback is part of the response that the recipient brings to the attention of the sender.

Interference - unplanned interference of the environment or distortion, as a result of which the recipient receives a message different from what the sender sent.

**Questions and Tasks:**



**Prepare reports on the following topics:**

1. The essence and significance of the communicative policy of the enterprise.
2. Analysis of fixed assets of marketing communications.
3. Analysis of the stages of development of communication policy.

**List of recommended literature****Main literature:**

1. Seifullaeva, M. International marketing [Electronic resource]: a textbook for university students enrolled in the specialty 061500 "Marketing" / M. Сей. Seifullaeva. - Electronic text data. - M.: UNITY-DANA, 2017. -- 319 p. - 5-238-00800-7. - Access mode: <http://www.iprbookshop.ru/71021.html>
2. Voskolovich, N. A. Marketing of tourist services [Electronic resource]: a textbook for university students studying in economic specialties / N. A. Voskolovich. - 2nd ed. - Electronic text data. - M.: UNITY-DANA, 2017. -- 207 p. - 978-5-238-01519-4. - Access mode: <http://www.iprbookshop.ru/81792.html>

**Additional literature:**

1. Lisevich A.V. Marketing in the tourism industry [Electronic resource]: a manual for bachelors / A.V. Lisevich, E.V. Luntova. - Electronic text data. - M.: Dashkov & K, IP Air Media, 2018. -- 174 p. - 978-5-394-02434-4. - Access mode: <http://www.iprbookshop.ru/75218.html>
2. Lisevich A.V. Marketing technologies in tourism [Electronic resource]: a manual for secondary vocational schools / Lisevich A.V., Luntova E.V., Dzhalaya M.A. - Electronic textual data. - Saratov: IP Media, 2016. — 68 p. — Access mode: <http://www.iprbookshop.ru/44182>. — ELS "IPRbooks", by password.

**Educational and methodological literature:**

1. Methodical recommendations for practical lessons on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.
2. Methodical instructions for students on the organization and conduct of independent work on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.
3. Methodical recommendations for the implementation of course work on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.

**Internet resources:**

1. <https://e.lanbook.com/> - Electronic library system Lan;
2. <http://biblioclub.ru/> - Electronic library system « University library on-line»;
3. <http://www.iprbookshop.ru/> - Electronic library system IPRbooks

**Practical Class № 12.****Marketing control of a tourism company.**

**Purpose:** To study the marketing control of a tourist enterprise.

**Formed 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.

**Relevance of the topic:** The use of communication tools by the enterprise at any degree of market saturation is able to adjust the behavior of business entities, intermediaries and consumers in the direction of increasing the effectiveness of the final results of its activities. Sales promotion, as one of the most important communication tools, allows you to effectively adapt sales activities to environmental conditions.

### **Theoretical part:**

A marketing control system is needed to accurately determine how effectively a marketing plan is implemented. Depending on the type of commercial focus, verification may be required in the following areas:

- 1) sales;
- 2) settlements;
- 3) advertising;
- 4) sales promotion;
- 5) marketing research;
- 6) distribution.

Financial criteria must be applied for appropriate comparison. Such information can be used to compare the available results with the established goals, with information for the previous period or to compare different items of expenditure. You can establish which area of activity of the organization is the most profitable and which is the least profitable. But any numbers alone cannot solve the problems that have arisen. They are just a tool for making certain decisions. When developing a marketing plan, specific goals are set. Some of them have a certain quantitative expression, while others, quite likely, are not amenable to physical assessment, such as the problem of improving the quality of customer service. In addition, after a certain period of time, it is necessary to clarify the goals, depending on the changing circumstances.

Marketing control is the process of measuring and evaluating the results of the implementation of marketing programs, the implementation of corrective measures to ensure the achievement of marketing objectives. Control includes a marketing management cycle and at the same time provides an opportunity to start a new marketing planning cycle. The disclosure of the strengths and weaknesses of marketing, the study of the degree of implementation of marketing programs are needed for the correct selection of marketing goals and strategies for the future planning period.

When implementing the control tasks, it is necessary to apply some standards, stamps, which display the expected level of evaluated characteristics. This may be a decrease in the number of customer complaints over the year by 23%, an increase in the number of new customers over the same period by 15%, and keeping a certain level of marketing expenses. Based on the results of control, adjustments are made to current marketing activities. If the volume of sales is less than expected, it is necessary to establish what is the reason and what needs to be done to correct the existing situation. If the sales volume is more than expected, then it is necessary to establish what caused it. You probably need to increase the price of the product. This will necessarily lead to a slight decrease in sales volume, but, perhaps, will provide a large profit. Often it is necessary to investigate in more detail the features of the obtained indicators, if deviations from the planned are revealed. In this case, the causes of such deviations are determined and measures to eliminate them are developed.

As a rule, they talk about four types of marketing control: annual plan control, profitability control, efficiency control and strategic control.

The purpose of monitoring annual plans is to verify the implementation of planned results. The contents of the control are: analysis of sales volume, analysis of the occupied market segment, analysis of the relationship between sales volume and expenses, financial analysis, analysis of the views of customers and other market participants. Control is carried out by the top management of the organization. Analysis of the market segment is focused on determining the place in the market in relation to rivals. Suppose a previous analysis showed that the volume of sales increased over the year. This growth may be due to both positive market conditions, which may also affect competitors, as well as an increase in the effectiveness of the organization's efforts in relations with competitors. Analysis of the market segment should show the strengthening or weakening of the competitive position of the enterprise. In a situation where rivals with a greater benefit than the given enterprise used the specific market situation, it may



turn out that the sales volume of this enterprise increased, but the market segment indicator decreased. Therefore, its competitive position in this market has worsened.

**Questions and Tasks:**

**Prepare reports on the following topics:**

1. Marketing control system.
2. The purpose of marketing audit.
3. The levels of control of marketing activities.

**List of recommended literature**

**Main literature:**

1. Seifullaeva, M. International marketing [Electronic resource]: a textbook for university students enrolled in the specialty 061500 "Marketing" / M. Сей. Seifullaeva. - Electronic text data. - M.: UNITY-DANA, 2017. -- 319 p. - 5-238-00800-7. - Access mode: <http://www.iprbookshop.ru/71021.html>
2. Voskolovich, N. A. Marketing of tourist services [Electronic resource]: a textbook for university students studying in economic specialties / N. A. Voskolovich. - 2nd ed. - Electronic text data. - M.: UNITY-DANA, 2017. -- 207 p. - 978-5-238-01519-4. - Access mode: <http://www.iprbookshop.ru/81792.html>

**Additional literature:**

1. Lisevich A.V. Marketing in the tourism industry [Electronic resource]: a manual for bachelors / A.V. Lisevich, E.V. Luntova. - Electronic text data. - M.: Dashkov & K, IP Air Media, 2018. -- 174 p. - 978-5-394-02434-4. - Access mode: <http://www.iprbookshop.ru/75218.html>
2. Lisevich A.V. Marketing technologies in tourism [Electronic resource]: a manual for secondary vocational schools / Lisevich A.V., Luntova E.V., Dzhalaya M.A. - Electronic textual data. - Saratov: IP Media, 2016. — 68 p. — Access mode: <http://www.iprbookshop.ru/44182>. — ELS "IPRbooks", by password.

**Educational and methodological literature:**

1. Methodical recommendations for practical lessons on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.
2. Methodical instructions for students on the organization and conduct of independent work on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.
3. Methodical recommendations for the implementation of course work on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.

**Internet resources:**

1. <https://e.lanbook.com/> - Electronic library system Lan;
2. <http://biblioclub.ru/> - Electronic library system « University library on-line»;
3. <http://www.iprbookshop.ru/> - Electronic library system IPRbooks

**Practical Class № 13.**

**Modern means of promoting tourist areas.**

**Purpose:** Explore modern means of promoting tourist areas.

**Formed 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.

**Relevance of the topic:** The aim of the promotion of goods and services is to create demand for these goods and services. The promotion of a product or service is a broad concept that includes

advertising in the press and print, personal selling techniques, public relations, and sales promotion activities.

**Theoretical part:**

Territory promotion is primarily an advertising and PR campaign. Properly planning them, placing accents, making full use of the available opportunities is a great art. First of all, it is necessary to determine the recipients and channels for promoting information. Based on this, forms and carriers are developed, the volumes of information disseminated, the temporary modes of its presentation are determined, the degree of its impact is monitored, and changes are made. Territory promotion can be of two types:

- general;
- targeted.

General promotion is aimed at providing defocused activities, such as the dissemination of general, multi-purpose information, advertising actions to create the image of the territory. The recipients are not clearly defined here, the information is issued based on "everyone". Targeted promotion strategies are aimed at direct access and interaction with already defined, identified and investigated investors. Targeted promotion activities may include direct visits to investors, presentations or seminars for a specially selected audience, targeted Internet mailing of electronic information. Representatives of territories, deputies, specific lobbyists who are specifically looking for potential investors and contacts with them (up to the issuance of grants and subsidies to potential investors for training personnel, project financing, start-ups and recruitment) are often the subjects of such a promotion.

**Questions and Tasks:**

**Prepare reports on the following topics:**

1. The study of the theoretical foundations of the promotion of a tourist product.
2. Identification of the main directions of advertising and information activities of tourism enterprises.
3. Methods of promoting the tourist and recreational area.

**List of recommended literature**

**Main literature:**

1. Seifullaeva, M. International marketing [Electronic resource]: a textbook for university students enrolled in the specialty 061500 "Marketing" / M. Сей. Seifullaeva. - Electronic text data. - M.: UNITY-DANA, 2017 .-- 319 p. - 5-238-00800-7. - Access mode: <http://www.iprbookshop.ru/71021.html>

2. Voskolovich, N. A. Marketing of tourist services [Electronic resource]: a textbook for university students studying in economic specialties / N. A. Voskolovich. - 2nd ed. - Electronic text data. - M.: UNITY-DANA, 2017 .-- 207 p. - 978-5-238-01519-4. - Access mode: <http://www.iprbookshop.ru/81792.html>

**Additional literature:**

1. Lisevich A.V. Marketing in the tourism industry [Electronic resource]: a manual for bachelors / A.V. Lisevich, E.V. Luntova. - Electronic text data. - M.: Dashkov & K, IP Air Media, 2018 .-- 174 p. - 978-5-394-02434-4. - Access mode: <http://www.iprbookshop.ru/75218.html>

2. Lisevich A.V. Marketing technologies in tourism [Electronic resource]: a manual for secondary vocational schools / Lisevich A.V., Luntova E.V., Dzhalya M.A. - Electronic textual data. - Saratov: IP Media, 2016.— 68 p. — Access mode: <http://www.iprbookshop.ru/44182>.— ELS "IPRbooks", by password.

**Educational and methodological literature:**

1. Methodical recommendations for practical lessons on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.

2. Methodical instructions for students on the organization and conduct of independent work on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.

3. Methodical recommendations for the implementation of course work on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.

**Internet resources:**

1. <https://e.lanbook.com/> - Electronic library system Lan;
2. <http://biblioclub.ru/> - Electronic library system « University library on-line»;
3. <http://www.iprbookshop.ru/> - Electronic library system IPRbooks

**Practical Class № 14.**

**The formation of the image of tourist areas.**

**Purpose:** To study the formation of the image of tourist areas.

**Formed 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.

**Relevance of the topic:** At present, Russia faces an important task - the formation of its own attractive tourist image.

**Theoretical part:**

Image formation is understood as the process of establishing associative relations between the basic representation of the region and other representations by repeatedly reproducing the corresponding representations of objects within the framework of a single situation. When forming the image of the region, a certain goal setting is determined - the possibility of recognizing regions with the accompanying updating of their attitude to the region. Studies confirm that the main components of the image as a complex of associative representations include geographical, cultural, ethnic, historical. A special role in the formation of ideas about the region is played by geographical features. At the same time, it is quite difficult to separate the associative complex, since the ethnic group is always associated with the landscape, culture and historical development of the region. The geographical component of the image of the region appears as a sum of ideas related to the localization of the region and its natural features, which leads to the allocation of territories with varying degrees of attractiveness that determine its specialization. Most often, attractiveness is determined by the whole complex of factors (natural, cultural, technological, etc.), and such complex-attractive regions are especially attractive to consumers. Tourism as a type of economic activity and a method of developing a territory is very important for the development of the region, since, in principle, a full-fledged tourist resource can be created in any region, in any territory or corner of nature. An example is the creation of a number of interesting and popular tours to the Arctic. All this significantly changes the approach to tourist marketing. Studying the key issues of marketing tourist areas, you need to consider that tourism resources themselves are not yet a full-fledged tourist product of the territory, such a product should be developed. The product should be based on a certain marketing idea (plan), and only then this product should be marketed. Moreover, the success of promotion primarily depends on a well-formed image.

The cultural component of the image of the region covers the sum of ideas about the region associated with the totality of material and spiritual values created by a person within the region. Basic ideas about the region are activated by the representation of material objects, the most striking associations are associated with the architectural monuments of the region. The Cheops Pyramid and the Sphinx statue activate the view of Egypt, St. Mark's Square and the Doge's Palace represent Venice, the Kremlin - Russia, the Blue Mosque - Turkey, etc. The culture of the region includes various manifestations of spiritual life: politics, economics, science, law,

morality, art, religion.

**Questions and Tasks:**

**Prepare reports on the following topics:**

1. Image marketing, basic concepts, role and significance.
2. Description of the main stages of image formation.
3. Image positioning of tourist areas.

**List of recommended literature**

**Main literature:**

1. Seifullaeva, M. International marketing [Electronic resource]: a textbook for university students enrolled in the specialty 061500 "Marketing" / M. Сей. Seifullaeva. - Electronic text data. - M.: UNITY-DANA, 2017. -- 319 p. - 5-238-00800-7. - Access mode: <http://www.iprbookshop.ru/71021.html>
2. Voskolovich, N. A. Marketing of tourist services [Electronic resource]: a textbook for university students studying in economic specialties / N. A. Voskolovich. - 2nd ed. - Electronic text data. - M.: UNITY-DANA, 2017. -- 207 p. - 978-5-238-01519-4. - Access mode: <http://www.iprbookshop.ru/81792.html>

**Additional literature:**

1. Lisevich A.V. Marketing in the tourism industry [Electronic resource]: a manual for bachelors / A.V. Lisevich, E.V. Luntova. - Electronic text data. - M.: Dashkov & K, IP Air Media, 2018. -- 174 p. - 978-5-394-02434-4. - Access mode: <http://www.iprbookshop.ru/75218.html>
2. Lisevich A.V. Marketing technologies in tourism [Electronic resource]: a manual for secondary vocational schools / Lisevich A.V., Luntova E.V., Dzhalaya M.A. - Electronic textual data. - Saratov: IP Media, 2016. — 68 p. — Access mode: <http://www.iprbookshop.ru/44182>. — ELS "IPRbooks", by password.

**Educational and methodological literature:**

1. Methodical recommendations for practical lessons on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.
2. Methodical instructions for students on the organization and conduct of independent work on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.
3. Methodical recommendations for the implementation of course work on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.

**Internet resources:**

1. <https://e.lanbook.com/> - Electronic library system Lan;
2. <http://biblioclub.ru/> - Electronic library system « University library on-line»;
3. <http://www.iprbookshop.ru/> - Electronic library system IPRbooks

**Practical Class № 15.**  
**Marketing cities and tourist centers.**  
**Marketing Attractions.**

**Purpose:** To study the marketing of cities and tourist centers, the marketing of attractions.

**Formed 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.

**Relevance of the topic:** The relevance of this topic lies in the fact that today marketing affects the interests of each individual. This is a process during which people develop goods and services that provide a certain standard of living.

**Theoretical part:**

Territory marketing is the promotion of its interests through the systematic construction of a good reputation of the territory and its advertising among target audiences - investors, potential residents, tourists and other "consumers" of the place. Marketing can include a wide range of managerial and public events, in which each category of the local community has its own role. The most active municipalities have long been trying to lure investors through advertising their image, to "knock out" money from the treasury for the city's anniversary and to solve many other problems. However, without owning system marketing tools, territories do it randomly and therefore often with zero results. They could learn a lot from European and American cities that already have relevant marketing experience. Europe today is experiencing a boom in themed cities - theatrical, skiing, shopping, book, botanical, wine, cheese, coffee, music. For American settlements, marketing is generally an original way of life: from the very time they appeared on the map, they competed with their neighbors, defending their interests. In modern conditions, well-built marketing activities and the possession of business planning tools is an essential tool for managing and developing tourist territories. Careful development of a marketing plan is actually an algorithm for solving serious economic problems and developing new commercial projects with the aim of developing and popularizing tourist areas in various industries (trade, catering, services, tourism and hotel business, etc.).

In addition, in the modern world, any territory is faced with intense competition, whether it is a struggle for a tourist or an investor, therefore it needs an economically sound forecast for business development, which allows attracting business partners, as well as answering the main questions: What to produce? To whom to sell? Will it bring income? When will all costs be paid off?

**Questions and Tasks:**

**Prepare reports on the following topics:**

1. The main position of understanding the city as an object of marketing activity.
2. The essence and characteristics of marketing in tourism, its laws and significance.
3. The basic concepts of marketing attractions.

**List of recommended literature**

**Main literature:**

1. Seifullaeva, M. International marketing [Electronic resource]: a textbook for university students enrolled in the specialty 061500 "Marketing" / M. Сей. Seifullaeva. - Electronic text data. - M.: UNITY-DANA, 2017. -- 319 p. - 5-238-00800-7. - Access mode: <http://www.iprbookshop.ru/71021.html>

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**Additional literature:**

1. Lisevich A.V. Marketing in the tourism industry [Electronic resource]: a manual for bachelors / A.V. Lisevich, E.V. Luntova. - Electronic text data. - M.: Dashkov & K, IP Air Media, 2018. -- 174 p. - 978-5-394-02434-4. - Access mode: <http://www.iprbookshop.ru/75218.html>

2. Lisevich A.V. Marketing technologies in tourism [Electronic resource]: a manual for secondary vocational schools / Lisevich A.V., Luntova E.V., Dzhalaya M.A. - Electronic textual data. - Saratov: IP Media, 2016. — 68 p. — Access mode: <http://www.iprbookshop.ru/44182>. — ELS "IPRbooks", by password.

**Educational and methodological literature:**



1. Methodical recommendations for practical lessons on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.

2. Methodical instructions for students on the organization and conduct of independent work on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.

3. Methodical recommendations for the implementation of course work on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.

**Internet resources:**

1. <https://e.lanbook.com/> - Electronic library system Lan;
2. <http://biblioclub.ru/> - Electronic library system « University library on-line»;
3. <http://www.iprbookshop.ru/> - Electronic library system IPRbooks

**Practical Class № 16.**  
**International Marketing.**

**Purpose:** Learn International Marketing.

**Formed 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.

**Relevance of the topic:** In the transition to a market economy, one of the factors for the effective functioning of business entities is access to international markets. The international economic activity of business entities creates the conditions for their effective functioning in a modern market economy and forms the objective basis for Russia's integration into the world economic system. Marketing, as many experts emphasize, is not so much theoretical as mainly practical discipline, which arose and developed as a result of economic activity in a market environment.

**Theoretical part:**

International marketing is the marketing of goods and services in the markets of countries other than the country of manufacture.

The emergence and development of the concept of international marketing as a kind of marketing activity system falls on 60-70 years. It was precisely to this period that the necessary preconditions for the restructuring of market activity on an international scale formed on the basis of marketing principles, which had proved its effectiveness in the previous period as an effective corporate governance system and a means of competition in national markets. International marketing is an objective process dictated by the current state of the world community.

The main prerequisites for the emergence of international marketing are:

- independence of states of the international community;
- international and national legislation;
- excess of demand over supply, i.e., saturation of goods and market services;
- the presence of national monetary systems;
- developed competition of producers;
- developed market infrastructure;
- an increase in the living standards of the population of a number of countries and, accordingly, an increase in demand for food, clothing, furniture, cars, computers and other durable goods;
- the desire of enterprises, organizations to expand foreign markets for products and increase profits;
- market behavior of consumers in different countries;
- development of production cooperation, the provision of services.

International marketing is a specific phenomenon, which is, at the same time, an organic subsystem of the general sphere of marketing relations. It represents a system of organizing the

activities of subjects of the manufacturing sector, which helps to optimize the functional connection of production goals and current needs of non-national consumers, matching of private interests in all areas of internationalized economic life - production, intermediary, and consumer. Thanks to it, it is possible to achieve optimal indicators of entrepreneurial activity - profit, profitability, technical and resource support, wages, etc. In other words, international marketing is an important condition for establishing effective feedback between demand and supply on an international scale, is a kind of guarantee that manufactured products, having gone through all stages of the production process, will find its way to the final consumer abroad. The term "international marketing" refers to the activities of international firms whose industrial and commercial activities extend to foreign countries.

### **Questions and Tasks:**

#### **Prepare reports on the following topics:**

1. The essence, specificity and concept of international marketing.
2. Feature of international marketing.
3. The environment of international marketing.
4. Internal and external aspects of international marketing.

### **List of recommended literature**

#### **Main literature:**

1. Seifullaeva, M. International marketing [Electronic resource]: a textbook for university students enrolled in the specialty 061500 "Marketing" / M. Сеї. Seifullaeva. - Electronic text data. - M.: UNITY-DANA, 2017 .-- 319 p. - 5-238-00800-7. - Access mode: <http://www.iprbookshop.ru/71021.html>

2. Voskolovich, N. A. Marketing of tourist services [Electronic resource]: a textbook for university students studying in economic specialties / N. A. Voskolovich. - 2nd ed. - Electronic text data. - M.: UNITY-DANA, 2017 .-- 207 p. - 978-5-238-01519-4. - Access mode: <http://www.iprbookshop.ru/81792.html>

#### **Additional literature:**

1. Lisevich A.V. Marketing in the tourism industry [Electronic resource]: a manual for bachelors / A.V. Lisevich, E.V. Luntova. - Electronic text data. - M.: Dashkov & K, IP Air Media, 2018 .-- 174 p. - 978-5-394-02434-4. - Access mode: <http://www.iprbookshop.ru/75218.html>

2. Lisevich A.V. Marketing technologies in tourism [Electronic resource]: a manual for secondary vocational schools / Lisevich A.V., Luntova E.V., Dzhalaya M.A. - Electronic textual data. - Saratov: IP Media, 2016.— 68 p. — Access mode: <http://www.iprbookshop.ru/44182>.— ELS "IPRbooks", by password.

#### **Educational and methodological literature:**

1. Methodical recommendations for practical lessons on the discipline «Маркетинг в международном туризме/Marketing in International Tourism» for students in the field of training 43.03.02 Tourism.

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