

Документ подписан простой электронной подписью

Информация о владельце:

ФИО: Шебзухова Татьяна Александровна

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

Дата подписания: 19.09.2023 14:00:58

Уникальный программный ключ:

d74ce93cd40e39275c3ba2f58486412a1c8ef96f

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

**Methodical recommendations for students on the organization and conduct
of independent work 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__

CONTENT

Introduction.....	3
1. General characteristics of the student's independent work when studying the discipline "Маркетинг в международном туризме / Marketing in International Tourism".....	4
2. Schedule for independent work	5
3. Control points and types of reporting on them	6
4. Methodical recommendations for the study of theoretical material	7
5. Methodical recommendations (by type of work provided for by the work program of the discipline)..	11
6. Methodical recommendations for preparing for the exam	12
7. Methodical recommendations for the implementation of the course work	14
8. List of recommended literature	20

Introduction

The discipline "Marketing in international tourism / Marketing in International Tourism" is mastered by students within 108 hours. Part of this time (36 hours) is devoted to classroom forms of work (lectures and practical classes), which are organized directly by the teacher. A part of the hours set by the standard (40.5 hours) is set aside for independent, or extracurricular.

Under the independent work of students is meant the planned educational, research, as well as research work of students, which is carried out in extracurricular time at the initiative of the student or on assignment and with the methodological guidance of the teacher, but without his direct participation.

The goal of independent work is to study topics that were not considered during classroom studies. Tasks of independent work:

- to form and develop skills of independent work and mastery of the research methodology when solving problems and issues developed in educational and scientific activities;
- to form and consolidate the ability to correctly, logically true, reasoned and clearly build oral and written speech in the framework of scientific discourse.

Completing assignments for independent work allows the student to consolidate knowledge and acquire practical skills in the field of marketing in international tourism.

In order to achieve high results in mastering the training material for the course "Marketing in International Tourism / Marketing in International Tourism", bachelors need to consciously approach the tasks for independent work, carefully read the recommended basic and additional literature.

Bachelors need to remember that the purpose of independent studies in the discipline "Marketing in International Tourism / Marketing in International Tourism" is to generalize and systematize the theoretical knowledge gained in lectures and practical classes.

In preparation for the classes, bachelors should learn to accurately express their thoughts in a report or speech on the issue, actively defend their point of view, reasonably object, refute the erroneous position.

1. General characteristics of the student's independent work when studying the discipline “Маркетинг в международном туризме / Marketing in International Tourism”

Independent work of students includes the following types of work:

- performance of individual homework;
- writing abstracts, preparation of essays;
- independent study of theoretical material,
- fulfillment of written assignments (exercises) for seminars,
- Preparation of reports, presentation presentations and messages for speaking at seminars.

An independent component is not a separate component in the final assessment of the subject.

At the same time, the assessment of independent work is nevertheless directly related to the final results in the discipline. Firstly, the assessment of independent work is included in the assessment of such a form of intermediate control as the assessment of current work in seminars. Secondly, since independent work on the subject is encouraged, the teacher can use (and, as a rule, use) points accumulated in independent work as a bonus component. In controversial situations, the assessment of independent work can resolve the situation in favor of the student.

Formed competencies:

Code	The wording:
<i>Professional competences</i>	
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

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

- a) the ability to conduct analysis;
- b) the ability to highlight the main (including the ability to rank problems);
- c) independence in the search and study of literature, i.e. the ability to summarize material not only from lectures, but also from various sources read and studied;
- d) the ability to use own examples and observations;
- e) interest in the subject;
- f) the ability to show the place of this issue in the general structure of the course, its relationship with other issues of speech culture;
- g) the ability to apply their knowledge to answer questions.

2. Schedule of student's independent work

№	Lecture themes	Implemented competence	Contact work students with teacher, hours				Independent work, hours ная работа, часов
			Lectures	Practical lessons	Laboratory works	Group consultations	
4term							
Section 1. The basics of marketing in the activities of tourism enterprises							
1	The basic concepts of marketing activities. Stages of marketing development and modern marketing concepts.	PC-8 PC-10 PC-11	1,5	3	-	-	4
2	Tourism product as the basis of tourism marketing. Analysis of internal and external marketing environment.		1,5	3	-	-	4
Section 2. Marketing environment concepts							
3	Marketing research of consumers. The segmentation process in tourism	PC-8 PC-10 PC-11	1,5	3	-	-	4
4	Microenvironment of a tourist enterprise. Basic concepts of marketing strategies		1,5	3	-	-	4
Section 3. Tourism Marketing Strategies							
5	Pricing policy of a tourism enterprise. Development of marketing policy travel agencies.	PC-8 PC-10 PC-11	1,5	3	-	-	4
6	Communication policy of the enterprise. Marketing control of a tourism company.		1,5	3	-	-	4
Section 4. Tourist marketing complex							
7	Modern means of promoting tourist areas. The formation of the image of tourist areas	PC-8 PC-10 PC-11	1,5	3	-	-	3,5
8	Marketing cities and tourist centers. Marketing Attractions. International marketing		1,5	3	-	-	4
Total for 4 term			12	24	-	-	31,5
Total			12	24	-	-	31,5

Technological map of the student's independent work

Code realizable competenc es	Variety of students activities	The final product of independent work	Meansand technologies assessments	Volume of hours, including		
				IWS	Contact information work with teacher	Total
PC-8 PC-10 PC-11	4 term					
	Study of literature on themes№ 1-8	Abstract of materials	Interviewing	18,2	2,8	21
	Preparation for practical classes on themes № 1-8	Abstract of materials	Interviewing	3,15	1,65	4,8
	Preparation for practical classes (round table) on themes № 1, № 5	Message text	Report	0,97	0,23	1,2
	Preparation of course work	The text of the course work	Course work	24,25	2,75	27
Total for 4 term				46,57	7,43	54
Total				46,57	7,43	54

3. Milestones and types of reporting on them

Description of the rating scale

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

Current control

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

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

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

Current control of students is carried out by teachers conducting practical classes in the discipline,

in the following forms: interview.

Admission to practical classes occurs when there is a compendium of the corresponding lecture and a compendium of independently studied literature on the topic. For the practical lesson, the student must prepare answers to questions, complete tasks on the topic of the lesson.

The student receives the maximum number of points if he is actively involved in the work, owns the material, knows how to express thoughts logically and clearly, creatively approaches the solution of the main issues of the topic, shows the independence of thinking.

The basis for the reduction of the assessment are:

- poor knowledge of the topic and basic terminology;
- passivity of participation in group work;
- lack of ability to apply theoretical knowledge to solve practical problems;
- untimely provision of work performed.

Criteria for evaluating the results of independent work are given in the Fund of appraisal tools for discipline.

Interim assessment

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

Rating Exam Rating Scale 5-point system

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

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

Discipline Rating Scale 5-point rating

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

Interim assessment in the form of course work (project).

The maximum amount of scores for a course work (project) is set 100 and converted to national scale as follows:

Five-point rating system rating scale

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

4. Methodical recommendations for the study of theoretical material

When working with literary sources, it is important to be able to read, understand and remember what is read. To understand a complex text, it is important not only to be attentive while reading, to have knowledge and to be able to apply it, but also to possess certain mental devices. One of them is extremely important to perceive not separate words, but sentences and even whole groups of sentences, i.e. paragraphs.

When working with literature, extracts are used (an obligatory condition for extracts is an exact indication of the source and place from where it was written). It is advisable to make statements on cards, which facilitates their storage and use. When filling out the cards, it should be borne in mind that you cannot enter two separate questions on one card, because this will complicate their classification and storage. The card must contain a designation of its content, a number or a code indicating its place in the card, the date of filling, bibliographic data. Entries on the card should be placed on one side, they should be clear and sufficiently complete. When writing out citations, it is extremely important to maintain absolute accuracy when transmitting the author's thoughts, to put them in quotation marks. Gaps in the quote are allowed (marked with an ellipsis), but they should not change the meaning of the statement. The quote must be provided with an indication of the source.

In the process of working on the material being studied, a plan is drawn up in order to more clearly identify the structure of the text, write down the system in which the author presents the material, prepare for the presentation, as well as write any work, record his thoughts with a new systematization of the material. The plan may contain separate figures and other factual information, which, although not the plan itself, will help in its future use (for example, during a speech).

In the study of theoretical material compilation is required.

Synopsis is a short written record of the contents of an article, book, lecture, intended for the subsequent restoration of information with varying degrees of completeness.

An abstract is a systematic, logically cohesive record that combines a plan, statements, abstracts, or at least two of these types of records. Based on the definition, extracts with individual points of the plan, if in general they do not reflect the logic of the work, if there is no semantic connection between the individual parts of the record, this is not a summary. The compendium includes not only the main points, but also the arguments substantiating them, specific facts and examples, but without their detailed description.

Inspection can be carried out in three ways:

- quoting (full or partial) of the main provisions of the text;
- transmission of the main thoughts of the text "in your own words";
- a mixed version.

All options involve the use of abbreviations.

When writing an abstract, the following sequence is recommended:

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

There are four types of abstracts:

- textual
- planned
- free
- thematic.

Textual consists of separate copyright quotes. All you need is the ability to highlight phrases that carry the main semantic load. This is an excellent source of verbatim statements by the author and the facts he cites. The textual summary is used for a long time.

Planned - this is a compendium of individual fragments of the material corresponding to the names of the items of the previously developed plan. He teaches to consistently and clearly express his thoughts, to work on a book, summarizing its contents in the wording of the plan. Such an abstract is brief, simple and clear in form. This makes it an indispensable tool in the quick preparation of a report, speech.

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

A free summary is a combination of extracts, quotes, sometimes abstracts, part of its text can be provided with a plan. This is the most complete form of abstract.

Thematic summary - a statement of information on one topic from several sources.

The compilation of a thematic abstract teaches us to work on a topic, comprehensively pondering it, analyzing various points of view on the same issue. Thus, this synopsis facilitates the work on the subject, provided that several sources are used.

Abstract design

1. The name of the outlined work (or part thereof) and its output, i.e. bibliographic description of the document.

2. The outline of the text.

3. A statement of the most significant provisions of the material under study (theses) sequentially and briefly in your own words or in the form of quotations, including specific facts and examples.

4. In compiling a compendium, you can write individual words and whole sentences in abbreviations, write out only keywords, use symbols.

5. So that the form of the abstract reflects its content as clearly as possible, arrange paragraphs "steps" like points and sub-points of the plan, use various ways of underlining, use pencils and pens of different colors.

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

7. Put your own comments in the margin.

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

Methodical recommendations for self-study themes № 1-8

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

Purpose: To study the basic concepts of marketing activities. Stages of marketing development and modern marketing concepts.

Form of control of the CDS: abstract of articles, survey.

Type of independent work:

1) preparation for a practical lesson;

2) note taking of materials.

Tasks for the CDS:

Topics for note taking:

1. Marketing concepts and the evolution of their development.

2. The concept of "improving production" (until the beginning of the 30s).

3. The concept of improving sales (until the beginning of the 50s).

4. Commodity concept (until the beginning of the 70s). Marketing mix concept, 5P concept.

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

Purpose: To study the tourism product as the basis of tourism marketing. Analysis of internal and external marketing environment.

Form of control of the CDS: abstract of articles, survey.

Type of independent work:

1) preparation for a practical lesson;

2) note taking of materials.

Tasks for the CDS:

Topics for note taking:

1. Characteristics of pricing in tourism marketing.

2. Assessment of the internal and external environment based on a SWOT analysis.

3. Development of recommendations for improving marketing.

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

Purpose: To study marketing research of consumers. The segmentation process in tourism.

Form of control of the CDS: abstract of articles, survey.

Type of independent work:

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

Tasks for the CDS:

Topics for note taking:

1. Motives of consumer behavior.
2. Characterization and classification in the segmentation of tourism.
3. The patterns of customer service organization and the requirements for this process.

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

Purpose: To study the microenvironment of a tourist enterprise. The basic concepts of marketing strategies.

Form of control of the CDS: abstract of articles, survey.

Type of independent work:

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

Tasks for the CDS:

Topics for note taking:

1. Marketing research, product development.
2. Stages of marketing research. Types of marketing strategies.
3. Defining a strategy for resource mobilization and logical sequence.

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

Purpose: To study the pricing policy of a tourism company. Development of marketing policy travel agencies.

Form of control of the CDS: abstract of articles, survey.

Type of independent work:

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

Tasks for the CDS:

Topics for note taking:

1. Analysis of prices and products of competitors.
2. The essence and basic concepts of marketing policy in a tourism organization.
3. Competitive advantages of a travel company in the sales market.

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

Purpose: To study the communication policy of the enterprise. Marketing control of a tourism company.

Form of control of the CDS: abstract of articles, survey.

Type of independent work:

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

Tasks for the CDS:

Topics for note taking:

1. Analysis of fixed assets of marketing communications.
2. Marketing control system.
3. Consideration of the organization and activities of the marketing service at the enterprise of the tourist industry.

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

Purpose: To study modern means of promoting tourist areas. The formation of the image of tourist areas.

Form of control of the CDS: abstract of articles, survey.

Type of independent work:

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

Tasks for the CDS:

Topics for note taking:

1. Methods of promotion of tourist and recreational territory.
2. Image marketing, basic concepts, role and significance. Description of the main stages of image formation.
3. Marketing control system.

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

Purpose: To study the marketing of cities and tourist centers. Marketing Attractions. International marketing.

Form of control of the CDS: abstract of articles, survey.

Type of independent work:

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

Tasks for the CDS:

Topics for note taking:

1. The development of cities as tourist centers, the procedure for compiling their ratings.
2. Feature of international marketing.
3. The value of marketing attractions.

5. Methodical recommendations

(by type of work provided for by the work program of the discipline)

Self-study of the theoretical course

Independent study of theoretical material is provided throughout the course. Such work accompanies lectures, seminars, intermediate and final control, and at the same time is a separate type of independent student work.

Sources for independent study of the theoretical course are:

- textbooks on the subject;
- lecture courses on the subject;
- study guides on specific topics (for example, on the rules of first aid);
- scientific articles in periodicals and recommended collections;
- scientific monographs.

The ability of students to quickly and correctly choose the literature necessary for the implementation of educational tasks and scientific work is the key to successful learning. Independent selection of literature is carried out in preparation for practical classes, preparation for the exam.

There are several ways to list the required literature.

Firstly, in the curriculum of the discipline, in the guidelines for seminars, a list of basic and additional literature is provided, which is recommended to be studied on the relevant topic or section of the academic discipline. When preparing scientific papers, it is advisable to study the general list of literature and make a selection suitable for the topic of literature.

Secondly, in most textbooks, monographs and articles references are made, footnotes to other literary sources, a list of literature on the problem disclosed in the book is given. It is advisable to study

the scientific literature cited by researchers in their scientific publications, since the study of just such literature forms an idea of the state and development of a particular issue.

Thirdly, various bibliographic indexes and manuals will essentially help the search for the necessary literature. In the bibliographic department of the library, you can use such pointers or resort to the help of specialist bibliographers.

Do-it-yourself assignments

Tasks for independent work are mainly contained in the educational-methodical complex of the discipline (guidelines for practical classes and guidelines for organizing independent work of students). In addition, tasks and exercises can be offered by the teacher of the department, leading practical classes. At lectures, teachers also give assignments for independent work.

As part of their independent work, students themselves can offer their own topics and forms for completing assignments, coordinating them with the teacher.

The assignment is carried out by the teacher leading the seminar, in the time set by him.

Types of independent work: independent study of literature, preparation for practical exercises.

Preparation for taking notes should begin with the repetition of the lecture material on the relevant topic, and then proceed to study the textbook material, guided by the questions for the interview.

Inspection of the material contributes to the consolidation and deepening of understanding of the material studied, as well as the acquisition of skills for independent study of literature.

The final product of independent work: compendium.

Assessment tools and technologies: interview.

6. Methodical recommendations for preparing for the exam.

Basic level

To know

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

To be able, to master

1. Marketing research as the basis for identifying the market opportunities of a tourism enterprise: rules and procedures, forms of organization.
2. Market conditions and capacity of the tourist services market.

3. Characteristics of the marketing communications system
4. The market of tourist services. The structure and main characteristics of the market of tourist services in the system of marketing research.
5. Characterization of the concept of “tourist product” in terms of marketing.
6. The concept of the life cycle of goods and services in marketing.
7. Types of competition and their characteristics in marketing research.
8. The essence and content of marketing communications in the enterprise in the field of tourism.
9. The marketing information system of a tourist enterprise.
10. The content and orientation of marketing research in the tourism market.
11. The system of marketing control in the enterprise.
12. Marketing of regions and tourist centers.
13. Tourism marketing at the international level.
14. Tourism marketing at the state level.

Advanced level

To know

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

To be able, to master

1. Personal sales in the complex of marketing communications of the enterprise.
2. The system of marketing information of the enterprise.
3. Methods of collecting marketing information.
4. Analysis of the internal and external marketing environment of a tourist enterprise.
5. Analysis of foreign experience in the creation and development of companies with a marketing orientation.
6. Analysis of the Russian experience in implementing marketing technologies in the process of managing a tourist enterprise.
7. Branding technologies in tourism.
8. Virtual marketing as an effective way to promote the services of a tourism

- company in the modern information and advertising space.
9. Exhibitions and presentations as a tool and positioning of a travel company.
 10. Formation of the image policy of the tourism industry.
 11. Marketing analysis of consumer preferences when developing a tourist route.
 12. The process of personal selling and its technology in a tourism enterprise.
 13. Technologies for the development of a tourist product.
 14. Pricing policy in the market of tourist services.
 15. Development of effective marketing strategies for travel agencies.
 16. Formation of marketing strategies at a tourist enterprise.
 17. The process of marketing management in tourism, a description of the main stages.

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

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

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

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

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

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

The exam ticket includes 3 questions.

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

7. Methodical recommendations for the implementation of the course work

Goals and objectives of the course design: the implementation of the course work is aimed at expanding the knowledge of students, teaching methods of theoretical analysis of the phenomena and patterns of science, developing skills of independent application of theoretical knowledge to the complex solution of professional problems, using reference books, computer technologies. The bachelor's system of coursework is prepared for graduation qualification work. When choosing a topic for a discipline, it is desirable that the bachelor determine the future direction of his scientific activity from the point of view of the forthcoming completion of the graduation work at the graduation course. The completed term paper can serve as the basis for the thesis or become an integral part of it.

When performing term paper, the following goals are set for bachelors:

- systematization and deepening of theoretical and practical knowledge in the areas of training implemented at the Department of Tourism and Hospitality, their application in the process of solving specific practical problems;

- acquisition of independent research work skills;
- mastery of research methods, generalization and logical presentation of theoretical material.

In the process of completing the course work by the student, the following tasks should be solved:

- the acquisition of new theoretical knowledge in accordance with the topic of work and the task of the head.

- the ability to systematize, generalize and logically present concepts, alternative points of view on the problem under study.

- the development of educational and research and methodological skills necessary for a systematic scientific analysis of the phenomenon under study.

- improvement of vocational training.

Competencies Implemented: The tasks offered to the student allow to check the formation of competencies PC-8 - able of promoting a tourist product using modern technology, PC-10- able to work with statistical information in the implementation of market research using modern software, PC-11-able to analyze tourism resources.

Themes of course works

Basic level

1. "Market segmentation and product positioning in the tourism industry"
2. "Organization of marketing and organizational structures of the tourism industry"
3. "Strategic planning of the market policy of a tourism company"
4. "Models for making strategic marketing decisions in the tourism industry"
5. "Assortment policy of a tourism company"
6. "The introduction of goods to the market and its market positioning in the tourism industry"
7. "Price elasticity of demand in the tourism industry: methods of determination and methods of impact"
8. "Organization of communicative processes in the marketing system of the tourism industry"
9. "Ways to ensure the effectiveness of marketing communications in the tourism industry"
10. "Promotion of a trademark based on a web server of companies"
11. "Product policy in the system of marketing decisions in the tourism industry"
12. "The problem of ensuring the competitiveness of goods at various stages of the life cycle"
13. "Strategic decisions of the company in the field of product and pricing policies"
14. "Strategies for the formation of a competitive product offer in the tourism industry"
15. "Trademark and brand formation in the tourism industry"
16. "Target marketing and market segmentation in the tourism industry"
17. "Positioning strategy in the tourism industry"
18. "Strategic behavior of a tourism company in the market"
19. "The technology of segmentation and its application in foreign and Russian tourism companies"

Advanced level

20. "Positioning technology and its application in foreign and Russian tourist companies"
21. "Organization and management of the logistics system of the tourism industry enterprises"
22. "Organization of the procurement system at a tourist enterprise"
23. "Procurement and relationships with suppliers in a tourism enterprise"
24. "Organization and inventory management at a tourist enterprise"
25. "Organization of the marketing system of a tourist enterprise"
26. "Organization and management of the supply and marketing activities of the enterprise"
27. "A system for assessing the level of competitiveness of a tourism enterprise"
28. "The formation and development of competitive advantages of tourism enterprises"
29. "Improving the competitiveness of tourism enterprises through improved marketing and the logistics approach"
30. "State regulation of the competitiveness of tourism enterprises"

31. "Management of the competitiveness of a tourism enterprise based on a process approach"
32. "Assessment of the production potential of a tourism enterprise and the strategy of enhancing its use"
33. "Growth strategy of a tourist enterprise in modern market conditions"
34. "Methodological foundations for developing a competitive strategy for a tourism enterprise"
35. "Organization and planning of sales of tourism products"
36. "New trends in the development of a marketing strategy of a tourism enterprise"
37. "Marketing planning in a travel company"
38. "Models of customer relationship management of a tourism enterprise"
39. "Analysis of methods and approaches of competitive intelligence of a tourist enterprise"
40. "Analysis of methods and approaches to managing marketing projects of a tourism enterprise"

Description of the structure of the work: Table of contents (contents). Based on the selected topic, the purpose of the course work is determined. This, in turn, dictates its structure and content. The table of contents lists the titles of chapters and paragraphs, as well as the page numbers on which they are placed. The content should include all headings available in the work, including a list of references and applications.

The number of chapters and paragraphs is determined by the decision of the meeting of the department. The work should contain two chapters. Each chapter should contain three paragraphs.

The following provisions should be reflected in the Introduction in this order:

- justification of the relevance and significance of the topic of the course work;
- definition of the object of study;
- definition of the subject of research;
- formulation of the purpose and main tasks of the work;
- assessment of the theoretical and practical significance of the study and the results.

The relevance of the resolved in the course work of the problem determines the choice of topic. It depends on the chosen research object (travel agency, hotel, sanatorium, museum, exhibition hall; city or region in the territory of which the problems are studied, etc.).

The object of research is a certain phenomenon and / or process that the researcher's attention is drawn to. The object of research can be an organizational system (for example, animated activities of a hotel company, sightseeing activities of a travel company, etc.), new ideas and problems, possible approaches to decision, etc.

The subject of research is an integral part of the subject of research. The subject of research is understood as both theoretical and practical, significant properties, elements or features of the object of study. In each of the objects of research, several different research subjects can be distinguished. The bachelor must choose only one subject of research from a multitude and concentrate precisely on his research. The subject of research sets a framework beyond which research should not go. The selection of the subject of research allows you to formulate the purpose of the study.

After determining the object and subject of study, the bachelor should formulate the goal and objectives of the work. The goal is general in nature, is capacious in content, formulated briefly and determines the choice of research methods.

Tasks specify the goal, specifying the range of issues that the student will consider during the study. Usually the number of tasks corresponds to the number of chapters and paragraphs, but not always.

The purpose of any research is to obtain knowledge new to society. Theoretical significance is a sign, the presence of which gives the author the right to use the concept of "first time" in characterizing the results he obtained and the study as a whole. Most often, theoretical significance comes down to the so-called element of novelty. Elements of novelty can be present both in theoretical positions (regularity, principle, concept, hypothesis, etc.), and in practical results (rules, recommendations, means, methods, requirements, etc.) and reflects possible prospects for using the obtained results for further work, to solve other problems. For term papers, the novelty of the results may be subjective in nature, determined not in relation to society, but in relation to the researcher. In this case, the work performed may be a simulation of solutions known in science (society).

The practical significance of the course work lies in the fact that the conclusions and suggestions formulated in it can be used in further practical work.

The volume of the "Introduction" should be at least 2-3 pages of text.

The main part of the course work depends on the goals, objectives and stated content. All parts of the work should be interconnected, so that when moving from one part (chapter) to another, as well as from one paragraph to another, consistency, consistency, without obvious semantic gaps. It is necessary to draw brief conclusions at the end of each paragraph so that the content of the text in one part of the work is consistent with the previous one and prepares the transition to the subsequent presentation of the material. It is recommended that all the chapters and paragraphs of the work be commensurate, both in terms of division structure and volume.

The first chapter is theoretical and methodological in nature. The theoretical part should contain an analysis of the state of the problem under study on the basis of a review of scientific, scientific and informational, reference literature. It is necessary to show knowledge of the theory of the issue from scientific sources, to identify the similarities and features of the views of various authors and practitioners on certain aspects of the topic. Based on the analysis and comparison of various points of view related to the subject of research, it is necessary to formulate your own point of view and justify it reasonably. For this, information and materials collected and compiled by researchers, analysts, and others are used. Information must be processed, analyzed, systematized, and generalized.

Based on the conclusions of the first chapter, the second chapter is built, which is the empirical (practical, design) part. The practical part should compactly and in detail reveal the essence of the assignment contained in the topic of the course work. To write the practical part, we use the data of enterprises and the result of our own research, experiments, and experiments. The company is asking for information that will help reveal the topic of work. There are many types of techniques that differ in methods of processing and verifying data, goals and fields of application. These are mathematical, practical, empirical, statistical, diagnostic, etc. The developments and recommendations contained in this chapter should convince us of the practical usefulness of the work performed. The volume of the practical part should be 25-30% of the entire work and not exceed the theoretical size.

The conclusion contains conclusions confirming or refuting the initial assumptions (hypotheses), the prospects for further study of the problem, the relationship with practice, analysis of the implementation of the goals and objectives of the study. This section of the course work should cover all chapters of the work. In it, the bachelor, based on the tasks and analysis, summarizes the content of the entire work. In conclusion, theoretical conclusions are included, summarizing the identified shortcomings in the work of the research object, recommendations for the implementation of proposals, final conclusions on the results of the work done. Conclusions and recommendations should be concise and clear, logically arising from the content of the work, giving a complete picture of the content, significance, validity and effectiveness of the proposed solutions. They are expressed thesis (point by point) and should reflect thoughts arising from the theory of the issue, the analysis and all areas of improvement of the investigated object.

List of sources used. The bibliography is one of the parts of the course work, which allows you to judge the degree of fundamentality of the study. The list includes a list of all the sources that were used in the course work. It is from it that one can judge the degree of awareness of the bachelor who completed the term paper in the available literature on the problem being studied. The list of references should be compiled in accordance with the requirements of GOST for the design of the bibliography. GOST 7.1-2003. Bibliographic record. Bibliographic description; GOST 7.82-2001. Bibliographic record. Bibliographic description of electronic resources. The most acceptable way to build a list of references is alphabetical.

Applications Applications are not included in the content of the course work. In this section of the course work should include auxiliary material: drawings, tables, diagrams, formulas, regulatory documents, instructions, regulations, various materials of local authorities, organizations, etc. The application contains all the actual material of experimental research (questionnaires, questionnaires, schemes, drawings, calculation materials, maps, drawings, respondents' answers, etc.). Applications are placed after the list of used literature in the order they are mentioned in the text. Each application should be started from a new sheet, the word "Application" is written in the upper center and the number indicated by the Arabic numeral (no sign No.), the name of the application is written below. If there are applications in the work, then they are given a link in the main text of the work, for example: (Appendix 7).

Rules of registration of work: Coursework is recommended to be submitted in the amount of 2 printed sheets. The text of the work should be printed on one side of the standard sheet of white paper A-4 (210 x 297 mm). Text and other printed elements of the work should be black, the contours of letters and signs should be clear, without a halo and shading.

It is recommended that you use the Microsoft Word computer text editor. The font type is "Times New Roman", size 14, and one and a half line spacing should be used. The titles of chapters and paragraphs are shown in bold. Align the text to the width of the sheet. All numbering and markers used must be the same.

The sheet with the text should have margins: left - 30 mm, right - 10 mm, top - 20 mm, bottom - 20 mm. Pagination of text is done in the lower right corner of the sheet. Pagination should be end-to-end. It is necessary to put down the page number from the page where "Introduction" is printed, on which the number "3" is put. After that, all pages are numbered. The general numbering includes a list of references and applications.

Registration of term paper must comply with GOST 7.80-2000. Bibliographic record. Headline. General requirements and rules for compilation and GOST 7.0.12-2011. Bibliographic record. The abbreviation of words and phrases in Russian. General requirements and rules.

Headings for chapters are capitalized. Paragraph headings are written in lowercase letters (except for the first uppercase). Between the title of the chapter and the title of the paragraph of this chapter, a space is put equal to two intervals (one empty line), and the title of the paragraph should not be separated from the text of this paragraph by a space. The names of the paragraphs are separated from the text of the previous paragraph by a space equal to two intervals (one empty line). The word "Chapter" is not written. The chapters have serial numbers throughout the work, indicated by Arabic numerals (for example: 1,2,3), after which a period is put. The word "paragraph" or paragraph icon in the title is not put. Paragraphs have serial numbers within the chapters, indicated by Arabic numerals (for example: 1.1 and 1.2). The headings of chapters and paragraphs in the text of the work should be centered, do not put a dot at the end of the title of the chapter and paragraph. It is not allowed to carry part of the word in the title.

Each new section of the work (introduction, chapters, conclusion, list of used sources and applications) begins with a new page. It is not allowed to place headings separately from the text. The page where the title should contain at least two lines of subsequent text.

In the course work can be used illustrations, diagrams. All illustrations (diagrams, drawings, diagrams, graphs, etc.) are referred to as drawings, in the text they are indicated with the abbreviation of the word "drawing" and with the designation of its serial number and name under the image. For example, "Fig. 1. Scheme of the excursion route. " The necessary qualities of any drawing are visibility, graphic expressiveness, clarity. The numbering of tables and figures can be end-to-end or correlated with the number of the chapter and paragraph. For example, if a table or figure is included in the text of the first paragraph of the second chapter, the numbering is as follows: 2.1.1. The last digit indicates the serial number of the figure in this paragraph.

Digital material, as a rule, is made out in the form of tables. The table is placed as the next page after the first mention of it in the text. The table is placed in the text so that it can be read without turning the document or turning clockwise. The headline should not be underlined. Footnotes in the table must be different from text footnotes. It is recommended to use an asterisk (*) as a footnote. Note related to the whole table is recommended not to be placed as an independent column, but under the table along with the word "Note". It is not recommended to place two or more tables one after another; they must be separated by text.

- Making links. In the process of writing a term paper, students make references to literary and other sources (bibliography). When recording them, special attention should be paid to the correct design. References should be made in accordance with GOST R 7.0.5-20 08. Bibliographic link. General requirements and compilation rules. References to the literature can be in-text and subscript. An intra-text link is enclosed in square brackets. When you link in the first place affixed number of the literature on the list of used literature at the end of the course work, then the page number. For example, [14, p. 5]. This means that the literary source in the list is numbered 14 and this quote is taken from page 5. Subscripts are placed under the text on page 10 in font. Subscripts are indicated in Arabic numerals 1,2,3.

- Protection Procedure:

- Protection of term paper is a mandatory form of verification of work. Protection is carried out at a meeting of the department, scientific and methodological seminar of the department, scientific problem group by a special commission approved by the director of the institute, usually consisting of 3 teachers of the department, with the direct participation of the head, in the presence of students. The results of the most interesting coursework can be reported at scientific conferences. Public defense stimulates scientific interest, creativity, and student responsibility.

- Course work is evaluated by the supervisor. The teacher has the right to lower the grade for coursework if:
 - the issues addressed in the work are not related to the current state of this problem in Russia;
 - according to the results of historical analysis there is no analogy with modernity or there are no conclusions and recommendations in the work;
 - analysis of foreign practice is not related to domestic practice and / or there are no recommendations on the use of relevant foreign and domestic experience;
 - when analyzing normative acts, the work does not contain conclusions about their impact on the current situation in Russia and recommendations for their improvement (change);
 - the work does not comply with the rules of the course work;
 - the work was submitted late.

The head has the right to require the author of the term paper to orally state the content of any source. If the author of the term paper will show a clear ignorance of the contents of the mentioned source, the mark for the work can be reduced.

The head may require to finalize the term paper, including if improperly designed, or completely redo it.

Protection consists in a student's short report on the work performed and in answers to questions from those present at the defense. For protection, the student prepares a short presentation (up to 5-7 minutes), which is approximately 3-3.5 pages of typewritten text. The presentation should contain the following aspects:

- substantiation of the relevance of the topic, purpose and objectives of the study;
- methodological approach to implementation;
- statement of the main provisions of the content of the work;
- results obtained independently in the research process,
- suggestions and recommendations (by chapters or in the order of statement of the problem).

The supervisor reads a review of the student's term paper. A student protecting a term paper should briefly answer all the questions posed by the teacher and those present. The order of answers to questions can be different: a student can immediately answer questions as they arise in the listener; there is also the option of accumulating and fixing questions from all participants in the discussion with their subsequent coverage in the answers.

Protection of term papers provided by the curriculum is carried out no later than two weeks before the start of the test-examination session. A student who did not submit term paper or defend it for a disregarded time due to a disrespectful reason is considered to have academic debt. Term papers of theoretical and practical interest should be submitted to the competition in student scientific societies, conferences, noted by order of the university. The completed work after their protection should be kept at the department for 2 years, not counting the year of writing; then works that are not of interest to the department are destroyed by act.

Based on the results of the defense, a final assessment of the term paper is put up.

When determining the assessment of work takes into account:

- level of theoretical and practical training of the student;
- the correctness and completeness of answers to the questions posed;
- the quality of the illustrated material;
- ability to state the essence of their work;
- the ability to argue and defend one's own point of view, conduct a scientific discussion, and correctly respond to comments.

Term paper should be stitched in a special folder for term papers, in a regular folder or in hardcover.

The results of the defense of term paper, in accordance with the current Regulation on current control and intermediate certification in SKFU, are evaluated by a differentiated mark on a five-point system. Assessment of term paper is recorded in the student's gradebook and test score sheet.

8. 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