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**МИНИСТЕРСТВО SCIENCE AND HIGHER EDUCATION  
RUSSIAN FEDERATION**

**Federal State Autonomous Educational Institution of Higher  
Education**

**"NORTH CAUCASIAN FEDERAL UNIVERSITY"**

**Institute of Service, Tourism and Design (branch) of NCFU in Pyatigorsk**

**Methodical instructions for the implementation of practical (seminar)  
works on the discipline "Organization of green tourism"**

for students of the field of study 43.03.02 Tourism

Focus (profile): "International tourism"

*(for full-time education)*

(ELECTRONIC DOCUMENT)

Pyatigorsk, 2021

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## 1. Foreword

The discipline "Organization of green tourism" is mastered by students during one semester (81 hours). Part of this time is devoted to classroom work (lectures and seminars), which are conducted with the direct participation of the teacher. The second part is reserved for independent, or extracurricular, student work.

Practical lesson is the most important form of knowledge assimilation. Its three structural parts are obvious: the pre-seminar (preparation for the lesson), the seminar itself (discussion of the topic in the group) and the final part (the post-seminar work of students to eliminate the gaps in knowledge that have been discovered).

Not only the seminar, but also the preceding and concluding parts of it are necessary links in an integral system of assimilation of the topic brought up for discussion.

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

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

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

At the seminar, much attention is paid to considering not only theoretical issues, but also to the implementation of practical tasks aimed at developing teamwork skills. For each seminar, the student selects materials from methodological literature, the media, the Internet.

If the listener has not prepared for the seminar or missed it for some reason (including illness), he is obliged to report on this topic to the teacher leading the lesson in the group after school hours. If you have any difficulties in studying the course, you must visit the consultation of the teacher leading the lesson, in accordance with the schedule of consultations that is available at the Department of T&GD.

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

- recommended in the plan of seminars special literature;

- additional literature recommended in the plan of seminars;
  - Internet sources.

## 2. PLAN OF PRACTICAL EXERCISES

### Practical lesson 1.

**Topic 1.** Subject, methods and objectives of the discipline "Organization of green tourism".

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

**Organizational form of the lesson:** seminar presentation Questions for discussion:

1. The concept of "ecological tourism".
2. Organizational conclusions from the concept of sustainable tourism.
3. Factors conditioning the development of ecological tourism.

**Guidelines:** the student should have an understanding of the factors that determine the development of global marketing. To prepare for this question, the student should refer to the recommended literature below. Assignments and questions for control:

1. How did the terms "marketing orientation", "consumer orientation", "market orientation" appear and what do they mean?
2. Does the theoretical content of the terms "marketing orientation", "consumer orientation", "market orientation" coincide with their everyday use? Abstract topics:
  1. Development and new guidelines of the marketing management concept.
  2. Changing the role and function of marketing within the company.

### Recommended reading:

#### List of main literature:

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

#### List of additional literature:

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

### **List of educational and methodological support for independent work**

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

### **List of information and telecommunication network resources**

#### **"Internet" required to master the discipline**

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

### **Practical lesson 2**

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

**Target:** familiarize with the main tools for analyzing the external and internal environment and their use in the tourism industry. Organizational form of the lesson: seminar-presentation Questions for discussion:

1. The essence and content of the service (the concept of a service, its socio-economic significance, characteristic features)
2. Specificity of the service as a product.
3. Characteristics of indicators for assessing the quality of services, quality model.
4. The essence and content of marketing services (concept, evolution of development, features).

**Guidelines:** the student should have an understanding of modern concepts of marketing services and its essence. To prepare for this question, the student should refer to the literature recommended below.

Assignments and questions for control:

1. Key differences between service marketing and product marketing.
2. Characterization of service marketing models. Recommended reading:

#### **List of main literature:**

1. Tourism and orienteering: textbook. manual [text] / VF Gorbатов [and others]; Ministry of Education and Science of the Russian Federation, Federal State

Autonomous Educational Institution of Higher Professional Education "North Caucasian Federal University". - Stavropol: NCFU Publishing House, 2018 .-- 111 p.

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### **Practical lesson 3**

**Topic 3.** Conceptual and categorical apparatus.

**Target:** to acquaint with the conceptual and categorical apparatus. Organizational form of the lesson: traditional seminar  
**Questions for discussion:**

1. Characteristics of the tourist services market.
2. Characteristics of the concept of "tourist product".
3. Types of tourist products.
4. Features of the formation of the concept of marketing in tourism.

**Guidelines:** the student must have an understanding of the concept of marketing in tourism. To prepare for this question, the student should refer to the literature recommended below. Assignments and questions for control:

1. The levels of formation of the tourist product.

2. Tourist destination as the basis of the tourist system Recommended reading:

#### **List of main literature:**

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

#### **List of additional literature:**

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#### **Practical lesson 4**

##### **Topic 4. The history of the emergence and development of ecological tourism.**

**Target:** to acquaint with the history of the emergence and development of ecological tourism.

**Organizational form of the lesson:** seminar presentation Questions for discussion:



1. The role of the analytical function of marketing in ensuring the process of making management decisions.
2. Factors shaping the micro and macro environment of marketing.
3. The influence of the marketing environment on the development of the tourism, hotel and restaurant services market.
4. The main goal of marketing is to maximize customer satisfaction. STEP analysis.

**Guidelines:** the student must know the concept of professional ethics, understand its essence. To prepare for this question, the student should refer to the literature recommended below.

**Write out the meaning of terms:** "Professional ethics", "irresponsible behavior of personnel", "corporate culture", "glass ceiling". Assignments and questions for control:

1. Assessment of the main stages of strategic marketing analysis.
2. Porter's model of competitive forces and its use in assessing the competitive environment.
3. SWOT analysis and its capabilities Recommended reading:

#### **List of main literature:**

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

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### **Practical lesson 5**

#### **Topic 5. The main directions of development of sports tourism in Russia.**

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

***Organizational form of the lesson:*** seminar presentation Questions for discussion:

1. The value of marketing information.
2. Methods of collecting and processing information used in marketing research.
3. Marketing research concept.
4. Objectives and content of marketing research.

**Guidelines:** the student must know the methods of collecting and processing information used in marketing research. To prepare for this question, the student should refer to the literature recommended below.

#### **Assignments and questions for control:**

1. Sources of obtaining secondary information.
2. Methods for obtaining primary information.
3. Stages and directions of marketing research. Recommended reading:

#### **List of main literature:**

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

#### **List of additional literature:**

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

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### **Practical lesson 6**

**Topic 6.** The main directions of development of sports tourism in the region

**Target:** to acquaint with modern communication technologies of promotion in tourism at the macro, meso and micro levels Organizational form of the lesson: seminar-presentation Questions for discussion:

1. Impact on consumers of economic and cultural factors.
2. Influence of roles and statuses on consumer behavior.
3. Investigation of the purchasing decision-making process.
4. Effective marketing programs to win and retain consumers.

**Guidelines:** the student should have an understanding of the ethics of professional communication. To prepare for this question, the student should refer to the literature recommended below. Assignments and questions for control:

1. Circumstances affecting the final purchase decision.
2. Reducing the perceived risk posed by consumers of a potential purchase.
3. Reducing consumers' sense of perceived dissonance Recommended reading:

#### **List of main literature:**

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

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### **Practical lesson 7**

**Topic 7.** Social functions and principles of ecological tourism.

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

***Organizational form of the lesson:*** traditional seminar Questions for discussion:

1. The purpose of the segmentation of the services market.
2. Compliance of the market segment with the basic conditions.
3. Segmentation stages.
4. Segmentation evaluation criteria.

**Guidelines:** the student should have an understanding of the segmentation approach to the selection of target markets. To prepare for this question, the student should refer to the literature recommended below.

#### **Assignments and questions for control:**

1. The main factors of market segmentation by groups of consumers of hospitality and tourism services.

2. The main features of markets are perfect competition, pure monopoly, monopolistic competition, oligopoly.
3. Factors affecting the hotel services market.
4. Advantages and disadvantages of different approaches to positioning a hotel product.

**Recommended reading:**

**List of main literature:**

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

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**Practical lesson 8**

**Topic 8.** The concept of the development of sports tourism in the Russian Federation.

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

**Organizational form of the lesson:** seminar presentation Questions for discussion:

1. Basic elements of communication.
2. Directions of communication technologies in tourism.
3. The purpose of forming and maintaining connections with the target audience.
4. Communication activities in the field of tourism at the macro, meso and micro levels.

**Guidelines:** the student must have an understanding of the relationship between ethics and etiquette. To prepare for this question, the student should refer to the literature recommended below. Assignments and questions for control:

1. Sales promotion process.
2. Sales promotion measures. Recommended reading:

#### **List of main literature:**

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

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## **Practical Lesson 9**

**Topic 9.** Social functions and principles of ecological tourism.

**Target:** to familiarize with trademarks and branding in tourism

Organizational form of the lesson: traditional seminar Questions for discussion:

1. Analysis of target audiences, analysis of the image of the city, identification and representation of the identity of the city, development of a set of measures for the formation of a city brand, management of the marketing process, social partnership within the framework of the formation of a marketing strategy.
2. The concept of "growing" an urban brand.
3. Analysis of the modern boom of "thematic" cities based on marketing in the economically developed countries of the world.

**Guidelines:**the student must have an idea of the basics and features of professional activity. To prepare for this question, the student should refer to the literature recommended below.

### **Assignments and questions for control:**

1. Tourism destination marketing and brand as a tool for municipal economic development.
2. Management of specific sectors of urban life.
3. Determination of the circle of potential investors. Recommended reading:

### **List of main literature:**

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

### **List of additional literature:**

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### **Practice 10**

#### **Topic 10. Social functions and principles of ecological tourism.**

#### **Promotion of healthy lifestyles.**

**Target:** to acquaint with the concept of "city marketing".

Organizational form of the lesson: traditional seminar  
Questions for discussion:

1. Advertising campaign concept.
2. Types of goals for advertising campaigns in tourism.
3. Factors influencing the choice and formation of the goals of an advertising campaign.
4. Types of marketing strategies.

**Guidelines:** the student must know the concept of "city marketing". To prepare for this question, the student should refer to the literature recommended below.  
Assignments and questions for control:

1. Stages of planning an advertising campaign in tourism.
2. Development of an advertising budget. Recommended reading:

#### **List of main literature:**

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Caucasian Federal University". - Stavropol: NCFU Publishing House, 2018 .-- 111 p.

#### **List of additional literature:**

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### **3. List of recommended literature**

#### **List of main literature:**

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