Документ подписан простой электронной подписью Информация о владельце: ФИО: Шебзухова Татьяна Александровна

Должность: Директор Пятигорского института (филиал) Северо-Кавказского федерального университета ISTRY of SCIENCE and HIGH EDUCATION of RUSSIAN FEDERATION Дата подписания: 19.09.202**Federal State Autonomous Educational Institution for Higher Education** Уникальный программный ключ: "NORTH-CAUCASUS FEDERAL UNIVERSITY" d74ce93cd40e39275c3ba2f58486412a1c8ef96f Pyatigorsk Institute (branch) NCFU

APPROVED BY:

Deputy director for studies ISTD (branch) NCFU in Pyatigorsk ______M.V. Martynenko «____» _____ 20__

WORK PROGRAM OF THE DISCIPLINE

Маркетинг в международном туризме/ Marketing in International Tourism

(ELECTRONIC DOCUMENT)

Direction of training Directivity (profile)/ <u>43.03.02</u> Tourism /International Tourism Qualification bachelor Mode of study full-time Curriculum 2021 Studied In 5 term

Pyatigorsk, 20____

1. The purpose and objectives of the discipline

The program of discipline «Маркетинг в международном туризме/Marketing in International Tourism» is intended for bachelors of the direction of 43.03.02 Tourism.

The purposes of the discipline«Маркетингвмеждународномтуризме/Marketing in International Tourism» are:

- to form a student's understanding of theoretical, methodological and practical activities in the field of marketing in the tourism industry;

- to form a student's comprehensive understanding of the basics of marketing in the tourism industry, taking into account modern approaches to the organization of services.

The objectives of the discipline are:

- to master the basic concepts in the field of marketing activities;

- get basic ideas about the goals and objectives of marketing, the role of marketing in modern society;

- to study the content of the marketing activities of enterprises of the tourism industry;

- have an idea of the marketing environment of tourism industry enterprises;

- to study the elements of the marketing complex of a tourist enterprise and be able to manage them;

- acquire knowledge in the field of collection, processing and storage of marketing information;

- have strong skills in analyzing and forecasting the potential of the tourism market;

- own the skills of using marketing tools in the tourism industry;

- have skills in working with consumers of tourism services;

- conduct marketing research of the market of tourist services;

- to gain skills in the development and implementation of strategies and tactics of target marketing of a tourist enterprise;

- acquire skills in using theoretical knowledge in practical situations, as well as the formation of competencies necessary for professional activities;

- be able to assess the effectiveness of the marketing activities of a tourism company.

2. The place of discipline in the structure of the educational program

The discipline «Маркетинг в международном туризме/Marketing in International Tourism» refers to the part formed by the participants in the educational relations of the disciplines of Block B1.V (B1.V.01) for bachelors of the direction of 43.03.02 Tourism. Its development takes place in the 4th semester of the full-time form of education.

3. Relationship with previous disciplines

The discipline «Маркетингвмеждународномтуризме/Marketing in International Tourism» is logically connected with other disciplines, such as:« Sociology », «Service practice».

4. Relationship with subsequent disciplines

The discipline «Маркетингвмеждународномтуризме/Marketing in International Tourism» lays the foundation for knowledge, which serves as a solid basis for passing: «Tourism Advertising», «PublicRelationstechnologiesinTourism», «IntroductiontoInternationalTourism», «Preparation for the state exam».

5. List of planned learning outcomes for the discipline (module), correlated with the planned results of mastering the educational program

5.1. Name of competences				
Code The wording:				
Professional competences				
PC-8 able of promoting a tourist product using modern technolog				

5.1. Name of competences

PC-10	able to work with statistical information in the implementation of market research using modern software
PC-11	able to analyze tourism resources

5.2. Knowledge, skills, and (or) experience of activities that characterize the stages of forming competences

of forming competences	
Planned learning outcomes fordiscipline (module), characterizingstages of forming competencies	Formedcompetences
To know:	
- normative legal acts regulating the process of promotion	
and sale of a tourist product;	
- The theoretical foundations of computer science	
information technology, the possibilities and principles of	
using modern computer technology;	
- technology sales of a tourist product.	
To be able:	
- apply theoretical knowledge in solving practical	
problems in tourism, using the capabilities of computer	BC 9 able of promoting a tourist
technology and software;	PC-8 - able of promoting a tourist
- use existing application packages to solve specific	product using modern technology
problems of professional activity in the tourism industry;	
- choose and apply effective sales technologies.	
To master:	
- skills in working with computer technology, application	
software;	
- skills to create new tourism products and services using	
modern information and communication technologies;	
- skills in the formation and promotion of tourism products	
and services that meet the needs of consumers.	
To know:	PC-10- able to work with
- the role and importance of marketing research of the	statistical information in the
tourism market in the activities of a tourism company;	implementation of market
- types of marketing research;	research using modern software
- stages of marketing research;	
- methods and tools for collecting primary data.	
To be able:	
- conduct marketing research of the tourist market using	
modern techniques;	
- develop questionnaires for the collection of primary data;	
- correctly compile a sample of respondents depending on	
the objectives of the study;	
- create marketing information systems at travel agencies.	
To master:	
- the ability to understand, study and practically analyze	
scientific information on the research topic, using adequate	
methods for processing, analyzing and synthesizing	
information and presenting research results;	
- willingness to apply modern research methods in the	
leading areas of tourism and excursion activities;	
- the ability to format research results: scientific reports,	

F=	
reviews, analytical references and explanatory notes.	
To know: methodology for assessing the tourist and recreational potential of the territory; -classification of tourist resources, their properties and characteristics; -classification of cultural and historical tourism resources.	
To be able: -to carry out a comprehensive assessment of the territory for use in tourism and recreation; - describe the principles of recreational development of cultural and historical objects; - apply the classification of tourist resources, their properties and characteristics.	PC-11- able to analyze tourism resources
To master: - skills in the analysis of recreational resources, tourist development and tourism development prospects in various regions of Russia and countries of the world; - methods for assessing the cultural and historical objects of tourism; - skills in applying the classification of tourism resources in the activities of tourism enterprises.	

6. The scope of the academic discipline / module

Course content	•		
Total		<u>108h.</u>	<u>4</u> c.u.
In class study		<u>81h.</u>	
Including:			
Lectures		<u>27h.</u>	
Laboratory wo	rks	- h.	
Practical training	ng	<u>27h.</u>	
Independent w	ork of	27 <u>h.</u>	
Control		<u>27 h.</u>	
Exam	4 <u>term</u>		
Course work	4 <u>term</u>		

7. Content of the discipline, structured according to topics (sections) with indication of the number of academic hours and types of lessons assigned to them

	Nº	Lecture themes	Implemented competence	Contact work students with teacher, hours	Independe
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7.1 Thematic plan of the discipline

4term	с Наяработа, часовпt work, hours
	3
Section 1. The basics of marketing in the activities of tourism enterprises	3
Image: 1 the basic concepts of marketing activities. Stages of marketing development and modern marketing concepts.PC-833-Image: 1 the basic concepts of marketing development and modern marketing concepts.PC-833	-
2 Tourism product as the basis of tourism marketing. Analysis of internal and external marketing environment.	3
Section 2. Marketingenvironmentconcepts	
3Marketing research of consumers. The segmentation process in tourismPC-833PC-10 PC-11PC-10PC-10PC-10PC-10PC-10PC-10PC-10	3
4Microenvironment of a tourist enterprise. Basic concepts of marketing strategies33	3
Section 3. TourismMarketingStrategies	
5Pricing policy of a tourism enterprise.PC-8 Development of marketing policy travel agencies.33	3
6 Communication policy of the enterprise. Marketing control of a tourism company.	3
Section 4.Touristmarketingcomplex	
7Modern means of promoting tourist areas. The formation of the image of tourist areasPC-8337PC-10 PC-11PC-10 PC-11PC-10 PC-11PC-10 PC-11PC-10 	3
8Marketing cities and tourist centers. Marketing33-	3
9Attractions. International marketing33-	3
Total for 5 term 27 27 - -	27
Total 27 27	27

7.2 The name and content of the lectures

N⁰	The name of the subjects of the discipline,	Hours	The interactive
	their summary	(Credit	form
		points)	

	4term		
	Section 1. The basics of marketing in the activities of	tourism er	nterprises
1	Theme 1. The basic concepts of marketing activities. Stages of marketing development and modern marketing concepts. The concept and essence of marketing, its goals and objectives. The main elements (categories) of marketing activities. The principles of marketing. Marketing functions. Stages of marketing development. Marketing concepts and the evolution of their development. The concept of "improvement of production" (until the beginning of the 30s). The concept of marketing improvement (until the beginning of the 50s). Commodity concept (up to the beginning of the 70s). Marketing mix concept, 5P concept.	3	Conversation Lecture
2	Theme 2.Tourism product as the basis of tourism marketing. Analysis of internal and external marketing environment. Marketing in tourism and its features. Travel product as a basic concept of travel marketing. Types and objectives of marketing research. The main stages of marketing. Characteristics of pricing in tourism marketing. Travel agency marketing environment. The structure of the analysis of the marketing environment. Travel agency marketing environment. The structure of the analysis of the marketing environment. The essence and characteristics of the marketing environment of the enterprise, the factors of its immediate environment and indirect influence. Assessment of the internal and external environment based on a SWOT analysis. Developmentofrecommendationsforimprovingmarketing.	3	Conversation Lecture
	Section 2. Marketingenvironmentconc	epts	
3	Theme 3. Marketing research of consumers. The segmentation process in tourism. The essence and functions of marketing, a system of marketing information. Types and methods of marketing research, their characteristics. Portrait and behavior of consumers, their relation to goods, trademarks, manufacturers. Consumer behavior in the market. Factors affecting tourism consumers. Motives of consumer behavior. Market segmentation is one of the most effective marketing tools. The main purpose of the segmentation. Target market selection. Directions and main approaches to the study of demographic and socio-economic segmentation. Characterization and classification when segmenting tourism. The patterns of customer service organization and the requirements for	3	Conversation Lecture
4	this process. Theme 4. Microenvironment of a tourist enterprise. Basic concepts of marketing strategies. The concept of a marketing environment. Studies of the	3	Conversation Lecture

	marketing environment of a tourism enterprise. Analysis		
	of the internal environment of the enterprise. Factors		
	affecting the activities of a travel company. Marketing		
	research, product development. Organization of sales of		
	goods, pricing, advertising. Types and objectives of		
	marketing research. Stages of marketing research. Types		
	of marketing strategies. Global marketing strategies.		
	Basic strategies. Competitive strategies. Active marketing		
	process with a long-term horizon of the plan, market		
	potential and customer needs. Defining a strategy for		
	resource mobilization and logical sequence. Forecasting		
	the company's long-term	•	
	Section 3. TourismMarketingStrateg		
5	Theme 5. Pricing policy of a tourism enterprise.	3	
	Development of marketing policy travel agencies.		
	The process of developing a pricing policy for a tourism		
	organization. Pricing methods. Pricing strategies of a		
	tourism company. Market pricing conditions. Costs and		
	production costs. Factors affecting pricing. Price		
	elasticity of demand. Analysis of prices and products of		
	competitors. Calculation of the total cost of the tourism		
	product. Discountsandtaxes.		
	The essence and basic concepts of marketing policy in a		
	tourism organization. Tourism product sales channels.		
	The choice of intermediaries in the distribution of		
	tourism. Distribution Channel Level. Competitive		
	advantages of a travel company in the sales market.		
	Development and evaluation of the effectiveness of		
	measures to improve the implementation policy.		
6	Theme 6. Communication policy of the enterprise.	3	Conversation
	Marketing control of a tourism company.		Lecture
	The main content of the communication policy of the		
	organization. Communications complex. Stages of		
	developing a communication program. The essence and		
	significance of the communicative policy of the		
	enterprise. Analysis of fixed assets of marketing		
	communications. Analysis of the stages of developing a		
	communication policy.		
	Marketing control system. The purpose of the audit.		
	marketing. The principle of marketing audit. Levels of		
	control of marketing activities. Consideration of the		
	-		
	organization and activities of the marketing service in the		
	tourist industry. Development of recommendations for its		
	improvement. The study of goals and types of planning in		
	the system of marketing services, distribution of rights		
	and responsibilities.		
	Section 4.Touristmarketingcomple	X	
7	Theme 7. Modern means of promoting tourist areas.	3	
/	The formation of the image of tourist areas.		
1	I THE IVE HURLIVE OF THE HURLE OF TOUTINE ALCAN		
	Studying the theoretical foundations of promoting a		

Total	27	9
Total for 5 term	27	9
9 Theme 9. International marketing. The essence, specificity and concept of international marketing. Feature of international marketing. The environment of international marketing. Internal and external aspects of international marketing. Development of recommendations to increase and maintain demand for products.	3	
 enterprises. Analysis of the effectiveness of the use of advertising and personal sales techniques in the tourism sector. Methods of promoting a tourist and recreational area. Exhibitions as an element of territorial tourism marketing. Image marketing, basic concepts, role and significance. Description of the main stages of image formation. Image positioning of tourist areas. The concept of the tourist image of the territory and the basic principles of its formation. General characteristics of recreational resources. The formation of a tourist image. The advantages of the territory as an object for tourism. 8 Theme 8. Marketing cities and tourist centers. Marketing Attractions. The main positions of understanding the city as an object of marketing in tourism, its laws and significance. Regulatory justification for this area. Stages and directions of tourist centers, the procedure for compiling their ranking. The concept of a tourist center. Key concepts for marketing attractions. The role of attractions marketing. Value Marketing Attractions. The essence and varieties of territorial marketing. 	3	Conversation Lecture

7.3 Name of laboratory works This type of work is not provided.

7.4. Name of the Practical Classes

№ theme	The name of the subjects of the discipline, their summary	Hours (Credit points)	The interactive form
	4term		
	Section 1. The basics of marketing in the activities of to	ourism en	terprises
1	Practical Class №1. The basic concepts of marketing activities.	1,5	Round table
1	Practical Class №2. Stages of marketing development and modern marketing concepts.	1,5	Round table
2	Practical Class № 3. Tourism product as the basis of tourism marketing.	1,5	-
2	Practical Class № 4. Analysis of internal and external marketing environment.	1,5	-

	Section 2. Marketingenvironmentconcepts						
3	Practical Class № 5. Marketing research of consumers.	1,5	Round table				
3	Practical Class № 6.The segmentation process in	1,5	Round table				
	tourism.						
4	Practical Class № 7.Microenvironment of a tourist	1,5	-				
	enterprise.						
4	Practical Class № 8. Basic concepts of marketing	1,5	-				
	strategies.						
	Section 3. TourismMarketingStrategie	es					
5	Practical Class № 9. Pricing policy of a tourism	1,5	-				
	enterprise.						
5	Practical Class № 10. Development of marketing	1,5	-				
	policy travel agencies.						
6	Practical Class № 11. Communication policy of the	1,5	-				
	enterprise.						
6	Practical Class № 12. Marketing control of a tourism	1,5	-				
	company.						
	Section 4. Touristmarketingcomplex						
7	Practical Class № 13. Modern means of promoting	1,5	-				
	tourist areas.						
7	Practical Class № 14. The formation of the image of	1,5	-				
	tourist areas.						
8	Practical Class № 15. Marketing cities and tourist	3	-				
	centers. MarketingAttractions.						
8	Practical Class № 16. International Marketing.	3	-				
	Total for 5 term	27	6				
	Total	27	6				

7.5 Technological map of the student's independent work

Code realizable	Variety of students	The final	Meansand		ume of hours, incl	uding
competenc		product of independent work	technologies assessments	IWS	Contact information work with teacher	Total
			5 term			
	Study of literature on themes № 1-9	Abstract of materials	Interviewing	18,2	2,8	21
PC-8 PC-10 PC-11	Preparation for practical classes on themes № 1-9	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
		7	Total for 5 term	22,32	4,68	27
			Total		4,68	27

8. Foundation of evaluation tools for intermediate qualification of trainees in discipline

Code realizable competencesr ealizable	Stage forming competence (№theme)	Means and Technologies of assessments	A type control (current/ Intermediate	Type Controls (oral/ written)	Name evaluation facilities
competences	1-9	Interviewing	accurate)	oral	Questions for the interview
PC-8 PC-10	1, 5	Report	current	oral	List of discussion topics for the round table
PC-11	1-9	Exam	intermediate	oral	Questions to exam

8.1 List of competencies with the indication of the stages of their formation in the process of mastering the EP HE. The passport of the appraisal fund

8.2 Description of indicators and criteria for assessing competencies at various stages of their formation, a description of scales of assessment

Levelsofcompet	.	Descriptors				
enceformation	Indicators	2 points	3 points	4 points	5 points	
PC-8 - able of p	romoting a tour	ist product usin	g modern techno	ology		
Basic	To know: - normative legal acts regulating the process of promotion and sale of a tourist product; - The theoretical foundations of computer science information technology, the possibilities and principles of using modern computer technology; - technology sales of a tourist product.	Weakly knows: - normative legal acts regulating the process of promotion and sale of a tourist product; - The theoretical foundations of computer science information technology, the possibilities and principles of using modern computer technology	Satisfactory knows: - normative legal acts regulating the process of promotion and sale of a tourist product; - The theoretical foundations of computer science information technology, the possibilities and principles of using modern computer technology; - technology sales of a tourist product.	Knows well: - normative legal acts regulating the process of promotion and sale of a tourist product; - The theoretical foundations of computer science information technology, the possibilities and principles of using modern computer technology; - technology sales of a tourist product.		
	To be able: - apply theoretical knowledge in solving practical problems in tourism, using the	To be able weakly to: - apply theoretical knowledge in solving practical problems in tourism, using the capabilities of	To be able satisfactory to: - apply theoretical knowledge in solving practical problems in tourism, using the capabilities of	To be able well: - apply theoretical knowledge in solving practical problems in tourism, using the capabilities of computer		

	capabilities of computer technology and software; - use existing application packages to solve specific problems of professional activity in the tourism industry; - choose and apply effective sales technologies.	computer technology and software; - use existing application packages to solve specific problems of professional activity in the tourism industry	computer technology and software; - use existing application packages to solve specific problems of professional activity in the tourism industry; - choose and apply effective sales technologies.	technology and software; - use existing application packages to solve specific problems of professional activity in the tourism industry; - choose and apply effective sales technologies.	
	To master: - skills in working with computer technology, application software; - skills to create new tourism products and services using modern information and communication technologies; - skills in the formation and promotion of tourism products and services that meet the needs of consumers.	Weak master: - skills in working with computer technology, application software; - skills to create new tourism products and services using modern information and communication technologies	Satisfactory master: - skills in working with computer technology, application software; - skills to create new tourism products and services using modern information and communication technologies; - skills in the formation and promotion of tourism products and services that meet the needs of consumers.	To master well: - skills in working with computer technology, application software; - skills to create new tourism products and services using modern information and communication technologies; - skills in the formation and promotion of tourism products and services that meet the needs of consumers.	
Advanced	To know: - normative legal acts regulating the process of promotion and sale of a tourist product; - The theoretical foundations of computer science information technology, the possibilities and principles of using modern computer technology; - technology sales of a tourist product. To be able: - apply theoretical knowledge in solving practical				Fully knows: - normative legal acts regulating the process of promotion and sale of a tourist product; - The theoretical foundations of computer science information technology, the possibilities and principles of using modern computer technology; - technology sales of a tourist product. Fully able: - apply theoretical knowledge in solving practical

-	1				
	problems in				problems in
	tourism, using the				tourism, using
	capabilities of				the capabilities of
	computer				computer
	technology and				technology and
	software;				software;
	- use existing				- use existing
	application				application
	packages to solve				packages to solve
	specific problems				specific problems
	of professional				of professional
	activity in the				activity in the
	tourism industry;				tourism industry;
	- choose and				- choose and
	apply effective				apply effective
	sales				sales
	technologies.				technologies
	To master:				Fully master:
	- skills in				- skills in working
	working with				with computer
	computer				technology,
	technology,				application
	application				software;
	software;				- skills to create
	- skills to create				new tourism
	new tourism				products and
	products and				services using
	services using				modern information and
	modern				communication
	information and				technologies;
	communication				-
	technologies;				- skills in the
	- skills in the				formation and
	formation and				promotion of tourism products
	promotion of				and services that
	tourism products				meet the needs of
	and services that				consumers.
	meet the needs of				
	consumers.				
PC-10-able to wor	k with statistical inf	ormation in the im	plementation of ma	rket research using	modern software
Basic	To know:	Weakly knows:	Satisfactory	Knows well:	
	- the role and	- the role and	knows:	- the role and	
	importance of	importance of	- the role and	importance of	
	marketing	marketing	importance of marketing research	marketing research of the tourism	
	research of the	research of the	of the tourism	market in the	
	tourism market in	tourism market	market in the	activities of a	
	the activities of a	in the activities	activities of a	tourism company;	
	tourism company;	of a tourism	tourism company;	- types of marketing	
	- types of	company;	- types of	- types of marketing research;	
	marketing	- types of	marketing research;		
	research;	marketing	-	- stages of	
	- stages of	research;	- stages of	marketing research;	
	marketing	-	marketing research;	- methods and tools	
	research;	- stages of	- methods and tools	for collecting	
	- methods and	marketing	for collecting	primary data.	
	tools for	research	primary data		
	collecting				
	primary data.				
	To be able:	To be able weakly	To be able	To be able well:	
	- conduct	to:	satisfactory to:	- conduct marketing	
	marketing	- conduct marketing research	- conduct	research of the tourist market using	
	research of the	of the tourist	marketing	iourist market using	
			research of the		

	tourist market	market using	tourist market	modern techniques;	
	using modern	modern	using modern	- develop	
	techniques;	techniques;	techniques;	questionnaires for	
	- develop	- develop	- develop	the collection of	
	questionnaires for	questionnaires for	questionnaires	primary data;	
	the collection of	the collection of primary data;	for the collection	- correctly compile	
	primary data; - correctly		of primary data; - correctly	a sample of	
	compile a sample	- correctly compile	compile a sample	respondents	
	of respondents	a sample of respondents	of respondents	depending on the objectives of the	
	depending on the	depending on the	depending on the	study;	
	objectives of the	objectives of the	objectives of the	-	
	study;	study	study;	- create marketing information systems	
	- create		- create	at travel agencies.	
	marketing		marketing	C C	
	information		information		
	systems at travel		systems at travel		
	agencies.		agencies.		
	To master:	Weak master:	Satisfactory	To master well:	
	- the ability to	- the ability to	master: - the ability to	- the ability to	
	understand, study	understand,	understand, study	understand, study	
	and practically	study and practically	and practically	and practically analyze scientific	
	analyze scientific information on	analyze scientific	analyze scientific	information on	
	the research	information on	information on	the research topic,	
	topic, using	the research	the research	using adequate	
	adequate methods	topic, using	topic, using	methods for	
	for processing,	adequate	adequate	processing,	
	analyzing and	methods for	methods for	analyzing and	
	synthesizing	processing,	processing,	synthesizing	
	information and	analyzing and	analyzing and	information and	
	presenting	synthesizing	synthesizing	presenting	
	research results;	information and	information and	research results;	
	- willingness to	presenting	presenting	- willingness to	
	apply modern	research results;	research results; - willingness to	apply modern	
	research methods	- willingness to	apply modern	research methods	
	in the leading	apply modern research	research methods	in the leading areas of tourism	
	areas of tourism and excursion	methods in the	in the leading	and excursion	
	activities;	leading areas of	areas of tourism	activities;	
	- the ability to	tourism and	and excursion	- the ability to	
	format research	excursion	activities;	format research	
	results: scientific	activities	- the ability to	results: scientific	
	reports, reviews,		format research	reports, reviews,	
	analytical		results: scientific	analytical	
	references and		reports, reviews,	references and	
	explanatory		analytical	explanatory notes.	
	notes.		references and		
			explanatory		
A dream of all	Tolmour		notes.		Fully Imours
Advanced	To know: - the role and				Fully knows: - the role and
	importance of				importance of
	marketing				marketing
	research of the				research of the
	tourism market in				tourism market in
	the activities of a				the activities of a
	tourism company;				tourism
	- types of				company;
	marketing				- types of
	research;				marketing
	- stages of				research;
	marketing				- stages of

research; - methods and tools for collecting primary data. To be able: - onduct marketing research of the tourist market using modern using modern techniques; - develop questionnaires for the collection of primary data; - correctly compile a sample of respondents depending on the objectives of the study; - wearch - develop questionnaires of respondents To master: - urate marketing research of the tourist market - wearch - develop questionnaires of primary data; - correctly compile a sample of respondents - wearch - develop questionnaires of primary data; - correctly - correctly - correctly - correctly - correctly - correctly - correctly - correctly - correct - weate marketing information - the ability to - duality to - duality to - duality to - duality in and precically and precically and precically and precisally - the ability to - methods for provessing - methods for provessing						
tools for collecting primary data. - methods and tools for collecting primary data. - methods and tools for collecting primary data. To be able: - conduct - or advecting marketing - conduct research of the toorist market - conduct using modern techniques; - develop questionmires for the collection of primary data; - conduct - correctly - conduct - correctly - conduct - correctly - correctly - correctly <		-				-
collecting primary data. nosh for collecting primary data. nosh for collecting primary data. To be able: - conduct marketing - conduct marketing - conduct marketing - conduct marketing - conduct instantial - conduct marketing - conduct instantial - conduct marketing - conduct instantial - c						· · · ·
primary data. primary data. primary data. primary data. To he able: - conduct - conduct - conduct marketing research of the - conduct - conduct tourist market - conduct - conduct - conduct using modern techniques; - develop - develop questionnaires for - conduct - develop - develop questionnaires for - correctly - correctly - correctly compile a sample - correctly - correctly - correctly correctly - correctly - correctly - correctly systems at travel agencies. - correctly - correctly information - systems at travel agencies. - the ability to understand, study - the ability to - correctly - correctly information and - correcting - correcting - correcting research methods - the ability to - the ability to - correcting information and <						
To be able: - conduct marketing research of the tourist market using modern techniques; - develop questionnaires for the collection of primary data; - correctly compile a sample of respondents depending on the objectives of the study; - correctly - Welly able: - correctly questionnaires for the collection of primary data; - correctly - develop questionnaires for the collection of primary data; - correctly - develop questionnaires for the collection of primary data; - correctly - develop questionnaires for the collection of primary data; - correctly - correctly - correctly - correctly compile a sample of respondents depending on the objectives of the study; - create marketing information systems at travel agencies. - develop questionnaires of respondents depending on the objectives of the study; - create To master - the ability to understand, study and practically analyzing and synthesizing information and presenting research results; - willingness to -						
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	- skills in the		
	analysis of		analysis of
	recreational		recreational
	resources, tourist		resources, tourist
	development and		development and
	tourism		tourism
	development		development
	prospects in		prospects in
	various regions of		various regions
	Russia and		of Russia and
	countries of the		countries of the
	world;		world;
	- methods for		- methods for
	assessing the		assessing the
	cultural and		cultural and
	historical objects		historical objects
	of tourism;		of tourism;
	- skills in		- skills in
	applying the		applying the
	classification of		classification of
	tourism resources		tourism resources
	in the activities of		in the activities
	tourism		of tourism
	enterprises.		enterprises.
L	enterprises.		enterprises.

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

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

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

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

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 ($20 \le \text{Exam} \le 40$), less than 20 scores is «unsatisfactory».

Rating Exam Rating Scale 5-point system

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

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

Discipline	Rating	Scale	5-point	rating
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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
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Rating score	Five-point rating
88-100	Excellent
72-87	Good

53-71	Satisfactory		
< 53	Unsatisfactory		

8.3 Typical control tasks or other materials necessary for assessing the knowledge, skills, and (or) experience of activities that characterize the stages of forming competencies Questions to exam (5 term)

Questions for checking the level of training Basic level

To know

	1.	The	essence	and	features	of	mar	keting	in	tourism
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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

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.

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.

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"

8.4 Methodical materials defining the assessment procedure of knowledge, skills and (or) experience and characterizing the stages of competence formation

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

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

Current certification of students is carried out by a teacher conducting lectures and practical classes in the discipline. 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.

To complete the term paper is given at least two months:

When checking the tasks are evaluated:

- the ability to study and generalize literary sources;

- the ability to collect, analyze and process information;

- ability to define practical tasks;

- the ability to draw conclusions and formulate recommendations;

- design work.

When protecting work, the following are assessed:

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.

Criteria for evaluating the results of independent work are given in the Fund of assessment tools for discipline «Маркетинг в международном туризме/Marketing in International Tourism».

9. Methodical instructions for students on mastering the discipline

At the first stage it is necessary to study the working program of discipline in which the maintenance of the topics of a practical training, subjects and types of independent work are considered. By each type of independent work certain forms of the reporting are provided

For successful development of discipline, it is necessary to execute the following types of independent work, using the recommended information sources:

N⁰	Types of independent work	The recommended information (sources)
•		

		Basic	Additional	Methodical	Internet Resources
1.	Study of literature on themes№ 1-9	1-2	1-2	1-3	1-3
2.	Preparation for practical classes on themes № 1-9	1-2	1-2	1-3	1-3
3.	Preparation for practical classes (round table) on themes № 1, № 5	1-2	1-2	1-3	1-3

10. Educational, methodological and information support of the discipline 10.1. List of basic and additional literature necessary for mastering the discipline 10.1.1. List of 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

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

10.1.2. List of 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

10.2. List of educational and methodological support for independent work of students in discipline:

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 recommendations 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.

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

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

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

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

11. List of information technologies used in the implementation of the educational process for discipline, including a list of software and information reference systems:

Information Technologies: not provided. *Information Help Systems:* not provided.

List of software and information reference systems:

1. OC Microsoft Windows Professional Russian (Microsoft License №61541869)

2. Microsoft Office Russian License (Microsoft License №61541869)

3. Mathcad Education – University Edition (50 pack) (PTC Service contract №5A1977021).

4. Statistica Base for Windows v.10 Russian Academic/Government Network Versions (11-20 users) (StatSoft Russia Order 310141968).

12. Description of the material and technical base necessary for the implementation of the educational process in discipline:

1) The classroom with multimedia equipment for lecture-type classes, seminar-type classes, group and individual consultations, ongoing monitoring and intermediate certification - 3 building, aud. No. 313, equipped with technical training tools for presenting educational information to the audience: a computer assembly as part of the Pentium G620 / 4096/500 / GT440 / DVD-RW, an EpsonEB-X10 projector with a ceiling bracket, IpponSmart-UPSPowerPro 1000 UPS, combo cabinet. with glass 800 * 450 * 2020.

2) Computer class, - a room for independent work - 3 building, aud. No. 331, equipped with technical training tools: personal computers (IntelCoreI 3, RAM 4 Gb, HDD 500 Gb, monitor LG19 "widescreen) - 12 pcs. with Internet connection and access to the university's electronic educational information environment, multimedia equipment: AsusKSci3-2310M / 3G / 320G / DVD-SMulti / 15.6 HD / NV 520 MX 1G / WiFi / camera / Win laptop; EpsonEB 436-Wi Interactive Projector magnetic-marker board, 1-element 120x240; educational furniture; educational visual aids.

3) Computer class, - premises for term papers - 3 building, aud. No. 331, equipped with technical training tools: personal computers (IntelCoreI 3, RAM 4 Gb, HDD 500 Gb, monitor LG19 "widescreen) - 12 pcs. with Internet connection and access to the university's electronic educational information environment, multimedia equipment: AsusKSci3-2310M / 3G / 320G / DVD-SMulti / 15.6 HD / NV 520 MX 1G / WiFi / camera / Win laptop; EpsonEB 436-Wi Interactive Projector magnetic-marker board, 1-element 120x240; educational furniture; educational visual aids.