

Документ подписан простой электронной подписью

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"NORTH-CAUCASUS FEDERAL UNIVERSITY"
Pyatigorsk Institute (branch) NCFU

APPROVED BY:

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ISTD (branch) NCFU in Pyatigorsk

_____ M.V. Martynenko

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WORK PROGRAM OF THE DISCIPLINE

Маркетинг в международном туризме/ Marketing in International Tourism

(ELECTRONIC DOCUMENT)

Direction of training Directivity (profile)/ 43.03.02 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 «Маркетинг в международном туризме/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 «Маркетинг в международном туризме/Marketing in International Tourism» is logically connected with other disciplines, such as: «Sociology», «Service practice».

4. Relationship with subsequent disciplines

The discipline «Маркетинг в международном туризме/Marketing in International Tourism» lays the foundation for knowledge, which serves as a solid basis for passing: «Tourism Advertising», «Public Relations technologies in Tourism», «Introduction to International Tourism», «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:
	<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

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

Planned learning outcomes for discipline (module), characterizing stages of forming competencies	Formed competences
<p>To know:</p> <ul style="list-style-type: none"> - 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. 	<p>PC-8 - able of promoting a tourist product using modern technology</p>
<p>To be able:</p> <ul style="list-style-type: none"> - apply theoretical knowledge in solving practical problems in tourism, using the 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. 	
<p>To master:</p> <ul style="list-style-type: none"> - 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. 	
<p>To know:</p> <ul style="list-style-type: none"> - the role and importance of marketing research of the tourism market in the activities of a tourism company; - types of marketing research; - stages of marketing research; - methods and tools for collecting primary data. 	<p>PC-10- able to work with statistical information in the implementation of market research using modern software</p>
<p>To be able:</p> <ul style="list-style-type: none"> - 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. 	
<p>To master:</p> <ul style="list-style-type: none"> - 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, 	

reviews, analytical references and explanatory notes.	
<p>To know:</p> <ul style="list-style-type: none"> -- 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. 	<p>PC-11- able to analyze tourism resources</p>
<p>To be able:</p> <ul style="list-style-type: none"> -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. 	
<p>To master:</p> <ul style="list-style-type: none"> - 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 c.u.</u>
In class study	<u>81h.</u>	
Including:		
Lectures	<u>27h.</u>	
Laboratory works	- h.	
Practical training	<u>27h.</u>	
Independent work of	<u>27h.</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

7.1 Thematic plan of the discipline

No	Lecture themes	Implemented competence	Contact work students with teacher, hours	Independence

			Lectures	Practical lessons	Laboratory works	Group consultations	на работа, часовая работа, часы
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	3	3	-	-	3
2	Tourism product as the basis of tourism marketing. Analysis of internal and external marketing environment.		3	3	-	-	3
Section 2. Marketing environment concepts							
3	Marketing research of consumers. The segmentation process in tourism	PC-8 PC-10 PC-11	3	3	-	-	3
4	Microenvironment of a tourist enterprise. Basic concepts of marketing strategies		3	3	-	-	3
Section 3. Tourism Marketing Strategies							
5	Pricing policy of a tourism enterprise. Development of marketing policy travel agencies.	PC-8 PC-10 PC-11	3	3	-	-	3
6	Communication policy of the enterprise. Marketing control of a tourism company.		3	3	-	-	3
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	3	3	-	-	3
8	Marketing cities and tourist centers. Marketing		3	3	-	-	3
9	Attractions. International marketing		3	3	-	-	3
Total for 5 term			27	27	-	-	27
Total			27	27	-	-	27

7.2 The name and content of the lectures

№	The name of the subjects of the discipline, their summary	Hours (Credit points)	The interactive form
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	4term		
Section 1. The basics of marketing in the activities of tourism enterprises			
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. Development of recommendations for improving marketing.	3	Conversation Lecture
Section 2. Marketing environment concepts			
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 of the tourism market. The main signs of 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 this process.	3	Conversation Lecture
4	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. TourismMarketingStrategies			
5	Theme 5. Pricing policy of a tourism enterprise. 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.	3	
6	Theme 6. Communication policy of the enterprise. Marketing control of a tourism company. 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.	3	Conversation Lecture
Section 4.Touristmarketingcomplex			
7	Theme 7. Modern means of promoting tourist areas. The formation of the image of tourist areas. Studying the theoretical foundations of promoting a tourism product. Identification of the main directions of advertising and information activities of tourism	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 activity. The essence and features of marketing in tourism, its laws and significance. Regulatory justification for this area. Stages and directions of tourism market research. The development of cities as 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
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	
Total for 5 term		27	9
Total		27	9

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 tourism enterprises			
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. Marketing environment concepts			
3	Practical Class № 5. Marketing research of consumers.	1,5	Round table
3	Practical Class № 6. The segmentation process in tourism.	1,5	Round table
4	Practical Class № 7. Microenvironment of a tourist enterprise.	1,5	-
4	Practical Class № 8. Basic concepts of marketing strategies.	1,5	-
Section 3. Tourism Marketing Strategies			
5	Practical Class № 9. Pricing policy of a tourism enterprise.	1,5	-
5	Practical Class № 10. Development of marketing policy travel agencies.	1,5	-
6	Practical Class № 11. Communication policy of the enterprise.	1,5	-
6	Practical Class № 12. Marketing control of a tourism company.	1,5	-
Section 4. Tourist marketing complex			
7	Practical Class № 13. Modern means of promoting tourist areas.	1,5	-
7	Practical Class № 14. The formation of the image of tourist areas.	1,5	-
8	Practical Class № 15. Marketing cities and tourist centers. Marketing Attractions.	3	-
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 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	5 term					
	Study of literature on themes № 1-9	Abstract of materials	Interviewing	18,2	2,8	21
	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
Total for 5 term				22,32	4,68	27
Total				22,32	4,68	27

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

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

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

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

Levelsofcompetenceformation	Indicators	Descriptors			
		2 points	3 points	4 points	5 points
PC-8 - able of promoting a tourist product using modern technology					
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.				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.
	To be able: - apply theoretical knowledge in solving practical				Fully able: - apply theoretical knowledge in solving practical

	<p>problems in tourism, using the capabilities of computer technology and software;</p> <ul style="list-style-type: none"> - use existing application packages to solve specific problems of professional activity in the tourism industry; - choose and apply effective sales technologies. 				<p>problems in tourism, using the capabilities of computer technology and software;</p> <ul style="list-style-type: none"> - use existing application packages to solve specific problems of professional activity in the tourism industry; - choose and apply effective sales technologies.
	<p>To master:</p> <ul style="list-style-type: none"> - 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. 				<p>Fully master:</p> <ul style="list-style-type: none"> - 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.
PC-10-able to work with statistical information in the implementation of market research using modern software					
Basic	<p>To know:</p> <ul style="list-style-type: none"> - the role and importance of marketing research of the tourism market in the activities of a tourism company; - types of marketing research; - stages of marketing research; - methods and tools for collecting primary data. 	<p>Weakly knows:</p> <ul style="list-style-type: none"> - the role and importance of marketing research of the tourism market in the activities of a tourism company; - types of marketing research; - stages of marketing research 	<p>Satisfactory knows:</p> <ul style="list-style-type: none"> - the role and importance of marketing research of the tourism market in the activities of a tourism company; - types of marketing research; - stages of marketing research; - methods and tools for collecting primary data.. 	<p>Knows well:</p> <ul style="list-style-type: none"> - the role and importance of marketing research of the tourism market in the activities of a tourism company; - types of marketing research; - stages of marketing research; - methods and tools for collecting primary data. 	
	<p>To be able:</p> <ul style="list-style-type: none"> - conduct marketing research of the 	<p>To be able weakly to:</p> <ul style="list-style-type: none"> - conduct marketing research of the tourist 	<p>To be able satisfactory to:</p> <ul style="list-style-type: none"> - conduct marketing research of the 	<p>To be able well:</p> <ul style="list-style-type: none"> - conduct marketing research of the tourist market using 	

	<p>tourist market using modern techniques;</p> <ul style="list-style-type: none"> - 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. 	<p>market using modern techniques;</p> <ul style="list-style-type: none"> - develop questionnaires for the collection of primary data; - correctly compile a sample of respondents depending on the objectives of the study 	<p>tourist market using modern techniques;</p> <ul style="list-style-type: none"> - 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. 	<p>modern techniques;</p> <ul style="list-style-type: none"> - 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. 	
	<p>To master:</p> <ul style="list-style-type: none"> - 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, reviews, analytical references and explanatory notes. 	<p>Weak master:</p> <ul style="list-style-type: none"> - 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 	<p>Satisfactory master:</p> <ul style="list-style-type: none"> - 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, reviews, analytical references and explanatory notes. 	<p>To master well:</p> <ul style="list-style-type: none"> - 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, reviews, analytical references and explanatory notes. 	
Advanced	<p>To know:</p> <ul style="list-style-type: none"> - the role and importance of marketing research of the tourism market in the activities of a tourism company; - types of marketing research; - stages of marketing 				<p>Fully knows:</p> <ul style="list-style-type: none"> - the role and importance of marketing research of the tourism market in the activities of a tourism company; - types of marketing research; - stages of

	research; - methods and tools for collecting primary data.				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.				Fully 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, reviews, analytical references and explanatory notes.				Fully 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, reviews, analytical references and explanatory notes.
PC-11- able to analyze tourism resources					
Basic	To know: — methodology	Weakly knows: — methodology	Satisfactory knows: — methodology	Knows well: — 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.	for assessing the tourist and recreational potential of the territory; –classification of tourist resources, their properties and characteristics	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.	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.	To be able weakly to: –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	To be able satisfactory to: –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.	To be able well: –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.	
	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.	Weak 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	Satisfactory 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.	To master well: – 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.	
Advanced	To know: — methodology for assessing the				Fully knows: — methodology for assessing the

	<p>tourist and recreational potential of the territory; –classification of tourist resources, their properties and characteristics; –classification of cultural and historical tourism resources.</p>				<p>tourist and recreational potential of the territory; –classification of tourist resources, their properties and characteristics; –classification of cultural and historical tourism resources.</p>
	<p>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.</p>				<p>Fully 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.</p>
	<p>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.</p>				<p>Fully 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.</p>

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 ($20 \leq \text{Exam} \leq 40$), 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

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

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

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 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.

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:

№	Types of independent work	The recommended information (sources)
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		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" / 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>

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

3. <http://www.iprbookshop.ru/> - 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.