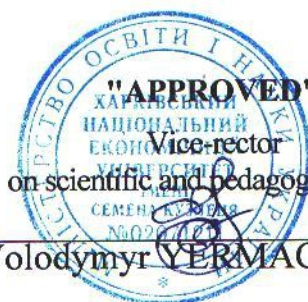


**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
KHARKIV NATIONAL UNIVERSITY OF ECONOMICS**



Volodymyr YERMACHENKO

International marketing in the tourism services market
syllabus of the academic discipline

Field of knowledge **24 «Service sector»**
Speciality **242 «Tourism»**
Educational level **Third (educational-scientific)**
Educational programme **Tourism**

Discipline type **selective**
The language of teaching,
learning and rating **English**

Head of the Department
of Tourism

Olena SUSHCHENKO

APPROVED
at the meeting of the Department of Tourism
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Compiled by: M. Aldoshyna, PhD in Economics, Associate Professor

Letter of renewal and re-approval of the syllabus of the academic discipline

Academic year	Date of the Department of Tourism meeting	Minutes number	Signature of the Head of the Department

Introduction

International marketing in the tourism services market – is the complex of measures taken abroad in sphere of a touristic enterprise’s trading and sales activity as well as learning about all factors of impact on processes of production and promotion goods and services from the producer to the customer. In circumstances of markets’ widening and differentiating, when the form of informing target audience gains crucial role, theoretical and practical bases of international marketing are becoming particularly necessary.

The syllabus of the academic discipline «International marketing in the tourism services market» is conducted according to educational-scientific preparatory program for Doctors of Philosophy in specialty 242 «Tourism».

The subject of studying this discipline is the process of forming a marketing strategy for touristic enterprises, taking specifics of external market into account.

The aim of teaching the discipline «International marketing in the tourism services market» is forming the system of theoretical knowledge, competencies, applied skills and expertise, necessary for running marketing activity in tourism industry.

Major objectives of studying the discipline «International marketing in the tourism services market» are:

Learning of scientific-methodological approaches and theoretical bases of combining and implementing marketing complex, including integrated marketing communications;

Learning approaches to analysis and choosing touristic markets;

Gaining practical skills of identifying, forming and fulfilling customers’ needs on regional and external markets;

Forming promotion strategy for touristic product/enterprise on the external market.

Evaluating social-economic effect and efficiency of touristic enterprise’s marketing activity.

Characteristics of the discipline

Academic year	1A
Semester	2
Number of Credits ECTS	5
Final assessment	Pass

Structural-logical scheme of the discipline

Prerequisites	Postrequisites
Management and marketing of tourism	Cross-cultural communications
Marketing communications in tourism	
Research of world and regional tourist markets	

Knowledge of the following discipline provide successful research implementation, preparation and presentation of dissertation to obtain the degree of Doctor of Philosophy.

Competencies and learning outcomes of the discipline

Competence	Learning outcomes
Ability to define, formulate and resolve scientific and applied objectives	Ability to initiate, create and implement projects in recreational, touristic and hospitality sphere; conduct the analysis of regional touristic traffic, define the most
Ability to plan and manage the time	
Skills of use informational and communicational technologies	

Competence	Learning outcomes
Ability to define, formulate and resolve scientific and applied objectives	perspective markets for international tourism; creating possible scenarios to use key advantages of touristic infrastructure; define the main factors of positive and negative impact on the level of regional touristic branch's investment attractiveness, define the priorities in implementing business projects of touristic sphere according to the state's and regional development concepts
Ability to plan and manage the time	
Knowledge and understanding of subject area of touristic researches, methods of scientific-researchable activities in tourism and recreation as well as their adequate use to reasonable resolve of formulated objectives	
Understanding of the nature of scientific learning in sphere of tourism and recreation, ability to spot the problem area and to formulate scientific and applied objectives, ability to implement the connection between scientific knowledge and applied touristic-recreational activity	
Ability to formulate scientific problem, working hypotheses of the problem researched, which includes a deep redefinition of existing objectives and creating new ones in tourism studies and professional practice of recreation and tourism, ability to interpret fundamental theses of tourism studies to resolve particular scientific and applied objectives	
Ability to create and implement projects, including own research that allow to redifine existing knowledge and create a new one and/or professional practice and resolving of significant scientific, socio-cultural, geo-spacious eco-economic organizational-management and other problems in tourism and recreation sphere	
Skills of use informational and communicational technologies	Act in policultural environment using communication skills and technologies; to demonstrate the ability to crosscultural interaction in sphere of international touristic education and professional activity; to understand national and mental differences of social-demographic surrounding in different countries
Ability to work in international context, to widen common cultural view and understand the differences in scientific communication, caused by socio-ethnical background of national mentalities	
Ability to communicate in a dialogue mode with a wide scientific community and society for recreational and touristic problems, ability to apply modern informational technologies to organize common research, work with data and knowledge bases, to present scientific results	
Ability to define, formulate and resolve scientific and applied objectives	To create a tourism strategy on the level of state, region and the enterprise according to society development priorities; to build efficient policy of marketing communication for promotion of tourism product, including use modern informational technologies; to hold business negotiations with different cultures' representatives
Skills of use informational and communicational technologies	
Understanding of the nature of scientific learning in sphere of tourism and recreation, ability to spot the problem area and to formulate scientific and applied objectives, ability to implement the connection between scientific knowledge and applied touristic-recreational activity	
Ability to create and implement projects, including own research that allow to redifine existing knowledge and create a new one and/or professional practice and resolving of significant scientific, socio-cultural, geo-spacious eco-economic organizational-management and other problems in tourism and recreation sphere	

Competence	Learning outcomes
Ability to define, formulate and resolve scientific and applied objectives	To learn and to use foreign countries' experience in implementing building tourism infrastructure programmes; to create and implement measures, aimed to rise competitiveness of national tourism product in the framework of current legislation; to follow the tendencies of national and work tourism sphere functioning in order to predict and avoid negative consequences of crisis phenomena; to build a system of socio-economic sustainability indicators; to organize collecting and to analyze the information about external environment factors, to evaluate their impact on an enterprise's activity
Skills of use informational and communicational technologies	
Ability to work in international context, to widen common cultural view and understand the differences in scientific communication, caused by socio-ethnic background of national mentalities	
Knowledge and understanding of subject area of touristic researches, methods of scientific-researchable activities in tourism and recreation as well as their adequate use to reasonable resolve of formulated objectives	
Understanding of the nature of scientific learning in sphere of tourism and recreation, ability to spot the problem area and to formulate scientific and applied objectives, ability to implement the connection between scientific knowledge and applied touristic-recreational activity	
Ability to create and implement projects, including own research that allow to redefine existing knowledge and create a new one and/or professional practice and resolving of significant scientific, socio-cultural, geo-spacious economic organizational-management and other problems in tourism and recreation sphere	

The program of the Academic Discipline

Content module 1. Tourism marketing as a concept of tourism enterprises development in the market integration frame

Theme 1. The essence and features of tourism marketing

1.1. Definition of a touristic product, its structure. Concept of a tourism destination.

Characteristics of a touristic product as a service. Distinctive features of a touristic product. Specifics of demand for tourism and hospitality services. The definition of «tourism destination». Characteristics of a destination. Living circle of the destination. Destination marketing.

1.2. Specifics of a marketing services complex.

The nature of tourism marketing, its specification. Main functions of tourism marketing according to UNWTO: establishing contacts, development, control, marketing management in tourism.

1.3. Definition of «tourism market», elements of its structure.

Components of the offer. Approaches to tourism industry classification. Differentiation of custom markets. Market of transport services, typical tourism services, insurance and information services. Competition nature on the tourism market.

Components of the demand. Market segments: differentiation of consuming demand. Demographical, socio-economic, psychologically-motivational segments.

1.4. Main world stages of establishing the theory and practice of marketing in service sphere.

Concepts of marketing management according to its main stages of development. The concept of sustainable development in tourism.

Theme 2. Marketing research in tourism

2.1. Specifics of marketing research in tourism sphere

Content, principles and objectives of marketing research on touristic enterprises. Main

directions of marketing research. Forms of organization for marketing research in tourism sphere. Creating research concept.

2.2. Marketing information of tourism enterprises

Forming and using marketing information for tourism enterprises. Internal and external marketing information. Methods of collecting primary marketing information. Choosing the resources of marketing information. Specifics of collecting marketing information in tourism sphere. Analysis and presenting of the information gained.

2.3 Directions of marketing researches

Conducting ratings of tourism brands' popularity. Evaluation of current and perspective situation on the market. Evaluation of perspective possibilities in market development. Evaluation of mass-media efficiency for advertisers. Analysis of problematic situations.

2.4. Main stages of implementing the marketing research process.

Defining the subject and the aim of the research. Creating a plan of research. Implementing the plan of research. Interpreting the results gained.

Theme 3. Market segmentation and forming of marketing strategy for a tourism enterprise

3.1. Market segmentation.

Indications of segmentation and the main segments of tourism market. Marketing research of consuming advantages. Positioning of a product on the market. The main strategies of positioning of a product in target segment. Strategy of a product positioning as a base of marketing plan. Strategies on the chosen target markets: nondifferentiated marketing, differentiated marketing, concentrated marketing.

3.2. Forming a marketing strategy.

The meaning of strategic marketing planning. The order of strategic planning and the principles of strategic marketing. Choosing and evaluating of a marketing strategy. Four approaches to strategic planning: matrix of possibilities on customs/markets; matrix of Boston consulting group; impact of marketing strategy on the income (PIMS); Porter's common strategic model.

Theme 4. The nature of marketing complex for tourism enterprises

4.1. Evolution of «marketing-mix» model.

Base model: marketing mix «4P». Widened models: marketing mix «5P, 7P». Specifics of marketing complex in tourism: Process, People, Physical Evidence. Consumer-oriented marketing concept «4C».

4.2. Component elements of marketing complex. Product strategy.

Forming of a product strategy for tourism enterprises. Living circle concept. Common principles of management the assortment. Creating and implementing new touristic product on the market.

4.3. Price creating in marketing complex.

Nature and advantages of strategic approach to price creating. The role of pricing policy in company's common strategy. Mechanism of price creating in international tourism. Causes of significant differences of pricing in tourism. Main factors of price creating in tourism. Definition of travel pack's production cost, tourism enterprise's margin. Tourism enterprise's expenditures: identification and evaluation. Ways to decrease production cost. Conditions of gaining reduced prices from tourism services provider. Main methods of price creating. Competing prices' rate. Demand's character and price sensitivity: factors definition methods. Differentiation of prices on tourism services: according to a form of service, seasons, destinations, services' quality and quantity. Using discounts and allowances. Referenced, based (confidential), contract prices.

4.4. Selling concept.

Main channels of touristic product distribution and their characteristics: e-commerce, organization of own selling network, attracting independent partners, using untraditional channels. Functions of selling channels. Wholesale and retail distributors in selling touristic products. Agent agreement as a form of cooperation between a travel provider and travel representatives. Main conditions of the agreement. Travel representatives' functions as a mediator. Relations with the partners. Internal and external selling network. Examining of possible partners. Specialization and

territorial location. Ways to support and stimulate partners' selling activity.

Theme 5. Staff marketing as a strategic tool to manage human resources at tourism enterprises

5.1. Main directions of the staff marketing.

Passive marketing: analyzing labor market in order to identify potential candidates to hold vacant positions. Internal and external resources of searching for staff. Active marketing: holding measures of choosing, evaluating, adaptation and securing staff at the enterprise. Functions of staff marketing: informational and communicational. Ways to provide marketing information to the staff.

Theme 6. Specifics of international marketing in Ukraine for organizations and enterprises of tourism sphere

6.1. Marketing for touristic enterprises in the system of international economic contacts.

Fulfilling the demands of overseas consumers based on research and prediction of international market. Particular quantitative and qualitative marketing aims of an international market's subject. Main kinds of marketing, typical for international economic contacts: internal marketing; export marketing; international marketing; global marketing.

6.2. Main concepts of international marketing management.

The concept of expanding the internal market. Multinational market concept. Global marketing concept. Forms of globalization in international tourism: spacious widening of the world tourism market via development of new tourism areas; accelerating the development of intercontinental tourism exchanges; increase in the number of acquisitions and associations of touristic enterprises; transnationalization in the tourism and hotel industry; conducting agreements on international cooperation (strategic alliances) in the sphere of tourism in various forms. The main forms of association of global tourism corporations (integration, diversification, conglomerate).

Content module 2. Complex of marketing communications in the system of marketing activity for tourism enterprises.

Theme 7. Complex of marketing communications in tourism

7.1. Content elements of communication policy of a touristic enterprise

The role of marketing communications in society and tourism business. Communication process and its structure. Communication channels: personal and impersonal. Relations and motivation between the subjects of marketing communication. Definition of the «marketing communications complex» concept in tourism. Classification of marketing communications by: the nature of relations, place of distribution, direction of communication traffic, etc. Defining the main components of the marketing communication complex in tourism: advertising, sales stimulating (main strategies of tourist goods and services promotion), personal sales, public relations and propaganda, direct marketing, exhibition activities, branding and others.

7.2. Concept of marketing communications complex management in a touristic enterprise's marketing activity system

Communicative and production connections in the management system of a touristic enterprise. The main blocks of marketing communications management process MK. Management decisions on marketing communications. Organization and planning of integrated marketing communications with different forms of organizational structures of touristic enterprises. Forming of marketing communications general budget and distribution of expenses on marketing communications elements at the touristic enterprise. Evaluation of the marketing activities efficiency for a touristic enterprise.

Theme 8. The market of marketing communications in Ukraine and the world

8.1. Main subjects on the media market.

Classification of enterprises providing marketing communications services. Analysis of the structural distribution of marketing communications services ordered in Ukraine. Mass-media popularity ratings. Defining the mass-media, most frequently used for information on the tourism services market. The main stages of the advertising market development in Ukraine. Cost structure on Ukrainian tourism services market by types of marketing communications.

International Association of Marketing Initiatives (IAMI) is an official public organization in the field of marketing services in Ukraine. All-Ukrainian public organization «All-Ukrainian Advertising Coalition» - AUAC.

Theme 9. International advertising in tourism

9.1. The essence and meaning of the advertising activity in tourism

Characteristics of the advertiser, advertising agency, tools for advertisement distribution and consumers themselves. Organization of the advertising process. The connection between the participants of the advertising process. Advertising activity in the marketing system. Advertisement as a tool and a component of marketing. Forming of the demand and stimulating sales is the most important function of advertising. Legal regulation of advertising. Features of advertising in tourism: modern advertisement and its tasks in sphere of tourism services. The structure of the modern advertising market.

9.2. Advertisement classification: the main types and kinds.

ATL and BTL advertisement. Kinds of advertisement by distribution channels, advantages and disadvantages: printed, radio-, TV-, external advertisement, etc. Advertising at the points of sale, direct advertisement, Internet advertisement.

9.3. Planning and implementing an advertisement campaign.

Main stages of implementing advertisement activity. Creating advertisement campaigns. Stages of planning and organization of an advertisement campaigns. Advertisement agencies. Advertisement cost estimate. Basics of media planning. Advertisement testing and examining its efficiency. Methods of advertisement efficiency evaluating.

Theme 10. Branding as a tool of marketing communications in tourism

10.1. The definition of «brand», content and nature

The origin and evolution of the definition of «brand». «Brand» definition in terms of microeconomic theory of consumer behavior's psychology. The ratio of branding key concepts: image, brand, trademark, custom sign.

10.2. Creating a brand

Brand development algorithm. The meaning of the brand positioning process. Rebranding. The definition of brand identity, brand identity structure. Meaningful identity components development principles: functional, physical, communicative brand attributes. Brand book and its structure.

10.3. Branding of a territory in tourism

Branding of the territories main directions: tourism, investment attractiveness, place of origin, place of residence. Place of origin as one of the first approaches to the branding of territories. S. Anholt's «competitive identity» concept, Anholt's hexagon. The impact of globalization on urban development. Global events as a tool for creating and maintaining a geobrand. Development of depressed areas based on branding.

The list of practical (seminar) classes, as well as questions and tasks for independent work are given in the table «Rating plan of the discipline».

Teaching and learning methods

In the process of teaching the discipline to activate learning ability of PhD students the use of both active and interactive studying technologies is provided, among which there are lectures of problematic nature, mini-lectures, work in small groups, brainstorming, presentations.

The main differences between active-interactive and traditional teaching methods do not only lay in methodology and teaching techniques, but also in high efficiency of learning process that is performed via: high motivation of students; securing theoretical knowledge with practice; rising students' selfconsciousness; forming an ability to make own decisions; forming an ability to make collective decisions; forming an ability to socially integrate; gaining conflict resolving skills; developing an ability to compromise.

Distribution of forms and methods to enhance the process of studying by themes of the discipline

Theme	Practical use of learning technologies
<i>Theme 1.</i> The essence and features of tourism marketing	Lecture of problematic nature on the problem of «Impact of national and crosscultural specifics on management systems». Bank of visual support on the topic.
<i>Theme 2.</i> Marketing research in tourism	Mini-lecture on the problem of «Efficiency of marketing research methods in tourism». Bank of visual support on the topic.
<i>Theme 3.</i> Market segmentation and forming of marketing strategy for a tourism enterprise	Mini-lecture on the problem of «Creating a strategy for a difined target market: nondifferentiated marketing, differentiated marketing, concentrated marketing». Bank of visual support on the topic.
<i>Theme 4.</i> The nature of marketing complex for tourism enterprises	Lecture of problematic nature on the problem of «Specifics of marketing complex in tourism». Bank of visual support on the topic.
<i>Theme 5.</i> Staff marketing as a strategical tool to manage human resources at tourism enterprises	Mini-lecture on the problem of «Methods of picking staff for touristic enterprises. Innovative methods to motivate staff». Presentation of the working results in small groups.
<i>Theme 6.</i> Specifics of international marketing in Ukraine for organizations and enterprises of tourism sphere	Lecture of problematic nature on the problem of «Forms of globalization in international tourism. Impact of globalization on a touristic enterprise’s marketing activity. Necessity of increasing ethic and social responsibility in tourism business». Bank of visual support on the topic.
<i>Theme 7.</i> Complex of marketing communications in tourism	Mini-lecture on the problem of «Impact of globalization on a touristic enterprise’s marketing activity. Necessity of increasing ethic and social responsibility in tourism business» Presentation of the working results in small groups.
<i>Theme 8.</i> The market of marketing communications in Ukraine and the world	Mini-lecture on the problem of «Analysis of structure of the marketing communications market». Bank of visual support on the topic.
<i>Theme 9.</i> International advertising in tourism	Lecture of problematic nature on the problem of «Media-planning in advertising activity». Bank of visual support on the topic.
<i>Theme 10.</i> Branding as a tool of marketing communications in tourism	Mini-lecture on the problem of «Meaning of brand positioning process». Bank of visual support on the topic.

The main differences between active-interactive and traditional teaching methods do not only lay in methodology and teaching techniques, but also in high efficiency of learning process that is performed via: high motivation of students; securing theoretical knowledge with practice; rising students’ selfconsciousness; forming an ability to make own decisions; forming an ability to make collective decisions; forming an ability to socially integrate; gaining conflict resolving skills; developing an ability to compromise; distinct defining methods of scientific search on the dissertation topic.

Forms of assessment and distribution of points are given in the table "Rating-plan of the discipline".

Using the methods of learning process activation

Theme of the discipline	Practical use of methodologies	Methodologies of learning process activation
<i>Theme 1.</i> The essence and features of tourism marketing	Theme of the practical class «Defining a key differences of touristic product in the process of forming demand for touristic services».	Work in small groups, brainstorming
<i>Theme 2.</i> Marketing research in tourism	Theme of the practical class «Creating a plan of marketing research and graphical presentation of the results».	Work in small groups, presentations
<i>Theme 3.</i> Market segmentising and forming of marketing strategy for a tourism enterprise	Theme of the practical class «Segmentising of target markets».	Work in small groups, brainstorming
<i>Theme 4.</i> The nature of marketing complex for tourism enterprises	Theme of the practical class «Defining an optimal marketing complex model for tourism shere».	Work in small groups, discussion workshop
<i>Theme 5.</i> Staff marketing as a strategical tool to manage human resources at tourism enterprises	Theme of the practical class «Comparative characteristics of qualification demands to tourism sphere specialists in different countries of the world» Preparing the complex task on themes of Contentmodule 1	Work in small groups, brainstorming
<i>Theme 6.</i> Specifics of international marketing in Ukraine for organizations and enterprises of tourism sphere	Theme of the practical class «Formulating particular quantitative and qualitative marketing aims for a subject of international tourism market: building an «aim tree»	Work in small groups, brainstorming, discussion workshop
<i>Theme 7.</i> Complex of marketing communications in tourism	Theme of the practical class «Holding a comparative analysis of the main tools for marketing communication based on various criteria»	Work in small groups, presentations
<i>Theme 8.</i> The market of marketing communications in Ukraine and the world	Theme of the practical class «Analysis and evaluation of structure and the size of communication markets of different countries in the world»	Presentations, work in small groups
<i>Theme 9.</i> International advertising in tourism	Theme of the practical class «Conducting a media-plan to run an advertising campaign on a regional level» Preparing the complex task on themes of Content module 2	Work in small groups, presentations
<i>Theme 10.</i> Branding as a tool of marketing communications in tourism	Theme of the practical class «Branding of the territories (by chosen countries, cities of the world)»	Work in small groups, presentations

Procedure for evaluation learning outcomes

The system of evaluation of the developed competencies of PhD students takes into account the types of tasks, which according to the curriculum include lectures, seminars, practical studies, as well as independent work. Assessment of competencies gained by students is based on a 100-point accumulation system. Control procedures include:

the current control during the semester at lectures, practical classes, seminars is estimated by the sum of points (the maximum amount is 100 points; the minimum amount is 60 points);

the module control carried out in the form of a control work, taking into account the current control over the relevant content module and aims to integrate the evaluation of the student's learning outcomes after studying the material from the logically completed part of the discipline –a content module;

the final / semester control, conducted in the form of the pass, final score in the discipline is calculated on the basis of the points obtained during the current control over the accumulation system.

The current assessment procedure. is carried out in the following forms:

active work in lectures (1 point for each lecture) provided that the PhD student actively participates in the discussion of the topic of the lesson, the formation of questions and expressing their views on the topic of the lesson; total number of points - 10;

active participation in the performance of practical tasks (1 point for each lesson), provided that the student performs the minimum necessary part of the practical-calculation task of the topic; total number of points - 10;

The form of current assessment and methods of learning outcomes presents:

presentation. During the semester PhD students should make presentations for themes № 3, № 6, № 7 та № 8; maximum score for each - 5 point (total number 20 points);

complex competence-oriented task. During the semester PhD students should complete the complex competence-oriented task, sections of task are corresponded to the topics of the discipline; maximum score – 15 points (task for themes № 1-4, task for themes № 6-10) total number 30 points).

Modular control of this discipline is carried out in the form of a written control papers. The written control paper for the first module includes topics № 1-5; for the second module includes topics № 6-10. Maximum score - 10 points; for a semester –20.

Modular written control papers consists of two parts. The structure of the written control paper:

1 task - theoretical. Consists from two theoretical question. PhD student gets the maximum score if not only the purely theoretical part is revealed, but also new approaches to solving the problem proposed and discussion points highlighted (*3 point for each question, total number 6 points*).

2 task – practical-calculated. The purpose of the task is to assess the student's ability to analyze economic information, make conclusions about the temporal and structural trends in the world and national tourism industry. The highest score provides for correctly calculations (if necessary), grounded analysis of the situation, the presence of additional references in the conclusions. Conclusions should be clear and contain specific recommendations. (*4 points for the task*).

Evaluation criteria for complex competence-oriented task are:

ability to conduct critical and independent assessment of certain problematic questions; ability to explain alternative views and the presence of their own point of view on a problematic questions; application of analytical approaches; quality and clarity of reasoning; logic, structuring and validity of conclusions on specific statistical indicators; using a methods of comparison, grouping, generalization of concepts and phenomena; independence of work performance; literacy of material submission; neat design of work.

General criteria of **independent work** evaluation include: depth and strength of knowledge, level of thinking, ability to systematize knowledge on individual topics, ability to make informed conclusions, mastery of categorical apparatus, skills and techniques of practical tasks, ability to find necessary information, systematize and process it, self-realization in laboratory classes.

Also student can perform **scientific work** in the framework of discipline and dissertation topic; maximum score - 10 points. The obtained points are added to the final result of the current and modular control.

The final control of the knowledge and competences of PhD students for the discipline is carried out on the basis of credit, the task of which is to check the student's understanding of the programme material in general, the logic and interrelations between the individual sections, the ability to use the accumulated knowledge creatively, the ability to formulate a student's attitude to a particular problem of the discipline etc.

A student should be **considered certified** if the sum of the points obtained on the basis of the final / semester test makes according to the educational schedule is from 60 to 100 points. The minimum amount that allows a student to complete the discipline is 60 points.

The final grade in the discipline is calculated taking into account the points obtained during the current control of the accumulative system. The total result in points for the semester is: «60 or more points – passed», «59 or less points – failed» and is entered in the test «Statement of success» of the discipline. The final grade is set according to the «Rating assessment on the scale: national and ECTS».

Rating assessment on the scale: national and ECTS

Total score on a 100 point scale	ECTS Assessment scale	National scale	
		for exam, differentiated test, course project (work), practice, training	for pass
90 – 100	A	excellent	pass
82 – 89	B	good	
74 – 81	C		
64 – 73	D		
60 – 63	E	satisfactory	non pass
35 – 59	FX	unsatisfactory	

Rating plan of the discipline

Theme	Forms and types of education		Forms of evaluation	Max points
Theme 1.	<i>Auditorian work</i>			
	Lecture	Lecture on the theme «The essence and features of tourism marketing»	Work during the lecture	1
	Practical classes	Discussion on the topic «Defining a key differences of touristic product in the process of forming demand for touristic services»	The active participation in discussion	1
Theme 2.	<i>Auditorian work</i>			
	Lecture	Lecture on the theme «Marketing research in tourism»	Work during the lecture	1
	Practical classes	Practical classes «Creating a plan of marketing research and graphical presentation of the results».	The active participation in the performance of practical tasks	1
<i>Independent work</i>				

Theme	Forms and types of education		Forms of evaluation	Max points
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check	
Theme 3.	<i>Auditorian work</i>			
	Lecture	Lecture on the theme «Market segmentation and forming of marketing strategy for a tourism enterprise»	Work during the lecture	1
	Practical classes	Practical classes «Segmentation of target markets»	The active participation in the performance of practical tasks	1
			Presentation	5
	<i>Independent work</i>			
Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check		
Theme 4.	<i>Auditorian work</i>			
	Lecture	Lecture on the theme «The nature of marketing complex for tourism enterprises»	Work during the lecture	1
	Practical classes	Practical classes «Defining an optimal marketing complex model for tourism sphere» Written control work on the theme 1-4	The active participation in the performance of practical tasks	1
			Written control paper	10
	<i>Independent work</i>			
Questions and tasks for self-study	Search, selection and review of literary sources on a given topic Preparation for control work	Homework check		
Theme 5.	<i>Auditorian work</i>			
	Lecture	Lecture on the theme «Staff marketing as a strategical tool to manage human resources at tourism enterprises»	Work during the lecture	1
	Practical classes	Practical classes «Comparative characteristics of qualification demands to tourism sphere specialists in different countries of the world» Defense of the complex competence-oriented task on themes of Content module 1	The active participation in the performance of practical tasks	1
			Complex task presentation	15
	<i>Independent work</i>			
Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check		

Theme	Forms and types of education		Forms of evaluation	Max points
Theme 6.	<i>Auditorian work</i>			
	Lecture	Lecture on the theme «Specifics of international marketing in Ukraine for organizations and enterprises of tourism sphere»	Work during the lecture	1
	Practical classes	Practical classes «Formulating particular quantitative and qualitative marketing aims for a subject of international tourism market: building an «aim tree»	The active participation in the performance of practical tasks	1
			Presentation	5
	<i>Independent work</i>			
Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check		
Theme 7.	<i>Auditorian work</i>			
	Lecture	Lecture on the theme «Complex of marketing communications in tourism»	Work during the lecture	1
	Practical classes	Practical classes «Holding a comparative analysis of the main tools for marketing communication based on various criteria»	The active participation in the performance of practical tasks	1
			Presentation	5
	<i>Independent work</i>			
Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check		
Theme 8.	<i>Auditorian work</i>			
	Lecture	Lecture on the theme «The market of marketing communications in Ukraine and the world»	Work during the lecture	1
	Practical classes	Practical classes «Analysis and evaluation of structure and the size of communication markets of different countries in the world»	The active participation in the performance of practical tasks	1
			Presentation	5
	<i>Independent work</i>			
Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check		
Theme 9.	<i>Auditorian work</i>			
	Lecture	Lecture on the theme «International advertising in tourism»	Work during the lecture	1
	Practical classes	Practical classes «Conducting a media-plan to run an advertising campaign on a regional level»	The active participation in the performance of practical tasks	1
			Defense of the complex competence-oriented task on themes of Content	Complex task presentation

Theme	Forms and types of education		Forms of evaluation	Max points
		module 2		
	<i>Independent work</i>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic	Homework check	
Theme 10.	<i>Auditorian work</i>			
	Lecture	Lecture on the theme «Branding as a tool of marketing communications in tourism»	Work during the lecture	1
	Practical classes	Practical classes «Branding of the territories (by chosen countries, cities of the world)»	The active participation in the performance of practical tasks	1
		Written control work on the theme 6-10	Written control paper	10
	<i>Independent work</i>			
	Questions and tasks for self-study	Search, selection and review of literary sources on a given topic Preparation for control work	Homework check	
	Scientific work		Scientific work check	10

Recommended literature

Main:

1. Закон України «Про рекламу» від 03.07.1996 № 271/96-ВР.
2. Сущенко О. А. Маркетингові комунікації в туристичній діяльності [Електронний ресурс] : навчальний посібник / О. А. Сущенко, К. Г. Наумік-Гладка, М. В. Алдошина. – Харків : ХНЕУ ім. С. Кузнеця, 2018. – 218 с.
3. Kotler P. Marketing for Hospitality and Tourism / Philip T. Kotler, John R. Bowen, James Makens 6th edition. - Pearson Education, 2013. – 683 p.
4. Marketing in travel and tourism / Victor T.C. Middleton; with Alan Fyall, Mike Morgan and Ashok Ranchhod. – 4th ed., 2009. – 502 p.
5. The International Marketing of Travel and Tourism: A Strategic Approach. Front Cover. François Vellas. Macmillan International Higher Education, Jan 7, 2016. – 352 p.

Additional:

6. Алдошина М.В. Особливості маркетингових комунікацій на рекламно-комунікаційному ринку України / М.В. Алдошина// Проблеми економіки. – Харків: Видавничий дім «ІНЖЕК», 2013. - № 1. – С. 62-68.
7. Алдошина М.В., Брусільцева Г.М. Крос-культурні комунікації в галузі туризму в умовах глобалізації / М.В. Алдошина, Г.М. Брусільцева // Бизнес Информ. – 2014. – №3 – С. 197–202.

8. Алдошина М.В., Наумік - Гладка К. Г. Маркетинг персоналу як стратегічний інструмент управління трудовими ресурсами на туристичних підприємствах / М.В. Алдошина, К.Г. Наумік-Гладка // Сучасні проблеми управління підприємствами: теорія та практика : Матеріали Міжнародної наук.-прак. конференції 26-27 березня 2015р. . – Харків: ВД «ІНЖЕК», 2015.– С. 276–279.

9. Міжнародний маркетинг : підручник / за заг. ред. А.А. Мазаракі, Т.М. Мельник. – Київ : Київ. нац. торг.-екон. ун-т, 2018. – 448 с. 8.

10. Туристські дестинації (теорія, управління, брендинг) : монографія / А.А. Мазаракі, Т.І. Ткаченко, С.В. Мельниченко та ін. ; за заг. ред. А.А. Мазаракі. – К. : Київ. нац. торг.екон. ун-т, 2013. – 388 с.

11. Kotler P., Kevin K.L. Marketing management / P. Kotler, K.L. Kevin. – 2012. – 14th ed. – 812 p. [Електронний ресурс]. – Режим доступу: https://socioline.ru/files/5/283/kotler_keller_marketing_management_14th_edition.pdf

Information resources:

12. Бренд України «UkraineNow» [Електронний ресурс]. – Режим доступу: <https://banda.agency/ukrainenow/>.

13. Всеукраїнська рекламна коаліція [Електронний ресурс]. – Режим доступу: <https://vrk.org.ua/>.

14. Офіційний сайт Індексу національних брендів Саймона Анхольта [Електронний ресурс]. – Режим доступу: <http://goodcountry.org/index/overall-rankings?p=overall>.

15. Міжнародний маркетинг на ринку туристичний послуг (ПНС курс). – Режим доступу: <https://pns.hneu.edu.ua/course/view.php?id=5713>.