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Должность: Ректор  
Дата подписания: 24.05.2024 12:14:47  
Уникальный программный ключ:  
ca953a0120d891083f939673078ef1a989dae18a

**Federal State Autonomous Educational Institution of Higher Education  
PEOPLES' FRIENDSHIP UNIVERSITY OF RUSSIA  
NAMED AFTER PATRICE LUMUMBA  
RUDN University**

**Higher School of Management**

educational division (faculty/institute/academy) as higher education programme developer

**COURSE SYLLABUS**

**International Marketing in Tourism and Hospitality**

(course title)

**Recommended by the Didactic Council for the Education Field of:**

**43.04.02 Tourism**

field of study / speciality code and title

**The course instruction is implemented within the professional education programme of higher education:**

**Business Processes in Tourism and Hospitality**

higher education programme profile/specialisation title

## 1. COURSE GOAL

The International Marketing in Tourism and Hospitality course is aimed at developing theoretical knowledge, skills and abilities in making, justifying and implementing management decisions in international marketing of tourism and hospitality enterprises in the modern conditions of globalization.

## 2. REQUIREMENTS FOR COURSE OUTCOMES

Mastering the International Marketing in Tourism and Hospitality course is designed for students to acquire the following competencies (parts of competencies):

*Table 2.1. List of competences that students acquire when mastering the course*

<b>Competence Code</b>	<b>Competence Descriptor</b>	<b>Competence Formation Indicators</b> (within this course)
GPC-4	Able to develop and implement marketing strategies and programmes in tourism	GPC-4.1. Able to apply marketing research technologies in professional activities; GPC-4.2. Able to develop marketing strategies and programmes in tourism; GPC-4.3. Able to introduce marketing strategies and programmes into the activities of tourism enterprises, including using the Internet.
PC-3	Able to manage reforming and restructuring tourism enterprises	PC-3.1. Able to form a tourism product, including based on modern information and communication technologies, as well as taking into account tourists' individual and special requirements; PC-3.2. Able to organize the sale of tourism products and individual tourism services; PC-3.3. Able to conduct negotiations with partners, agree on the terms of interaction for tourism product sales.
PC-8	Able to develop marketing concepts for tourism enterprises and implement them using information and communication tools	PC-8.1. Able to justify the marketing concept of a tourism enterprise using modern information and communication technologies; PC-8.2. Able to develop a strategic plan for implementing the marketing concept of tourism enterprises; PC-8.3. Able to use modern information and communication tools to implement marketing concepts of tourism enterprises.
PC-9	Able to apply international experience in managing resources and quality of services of tourism organizations	PC-9.1. Able to develop management decisions based on objective results of analysis of international experience in the activities of tourism organizations.

## 3. COURSE IN HIGHER EDUCATION PROGRAMME STRUCTURE

The International Marketing in Tourism and Hospitality course refers to the variable component of the B1 block of the higher educational programme curriculum.

Within the higher education programme students also master other disciplines (modules) and / or internships that contribute to the achievement of the expected learning outcomes for the International Marketing in Tourism and Hospitality course.

*Table 3.1. The list of the higher education programme components that contribute to the achievement of the expected learning outcomes for the course.*

<b>Competence Code</b>	<b>Competence Descriptor</b>	<b>Previous Courses/Modules, Internships*</b>	<b>Subsequent Courses/Modules, Internships*</b>
GPC-4	Able to develop and implement marketing strategies and programmes in tourism	No	<ul style="list-style-type: none"> <li>• Innovation Management and Entrepreneurship in Tourism</li> <li>• Brand Management in Tourism Industry</li> <li>• Preparing for defence and defending a graduation thesis</li> </ul>
PC-3	Able to manage reforming and restructuring tourism enterprises	No	<ul style="list-style-type: none"> <li>• Digitalization and Information Technology Provision of the Professional Sphere</li> <li>• Optimizing Business Processes of Enterprises in Tourism and Hospitality</li> <li>• Business Engineering in Tourism Industry</li> <li>• Territorial Recreational System Formation and Management</li> <li>• Pre-Graduation Internship</li> <li>• Preparing for defence and defending a graduation thesis</li> </ul>
PC-8	Able to develop marketing concepts for tourism enterprises and implement them using information and communication tools	No	<ul style="list-style-type: none"> <li>• Brand Management in Tourism Industry</li> <li>• Pre-Graduation Internship</li> <li>• Preparing for defence and defending a graduation thesis</li> </ul>
PC-9	Able to apply international experience in managing resources and quality of services of tourism organizations	No	<ul style="list-style-type: none"> <li>• Innovation Management and Entrepreneurship in Tourism</li> <li>• Financial Management</li> <li>• Territorial Recreational System Formation and Management</li> <li>• Financial Management</li> <li>• Maintaining Ecological Balance of Tourist Areas</li> <li>• Research and Development</li> <li>• Pre-Graduation Internship</li> <li>• Preparing for defence and defending a graduation thesis</li> </ul>

\* -To be filled in according with the competence matrix of the higher education programme

#### 4. COURSE WORKLOAD AND ACADEMIC ACTIVITIES

The total workload of the International Marketing in Tourism and Hospitality course is 3 credits.

Table 4.1. Types of academic activities during the period of mastering the HE programme

Type of Academic Activities	TOTAL, academic hours	Semester
		1
Classroom learning, academic hours.	34	34
including:		
Lectures	17	17
Lab work	-	-
Seminars	17	17
<i>Self-study, academic hours</i>	38	38
<i>Evaluation and assessment (exam), academic hours</i>	36	36
<b>Course workload</b>	ac. hrs.	108
	credits	3

#### 5. COURSE MODULE CONTENTS

Table 5.1. Course Module Contents

Module Title	Course Module Contents	Learning Activities*
Module1. Basic concepts of international marketing in tourism and hospitality	Topic 1.1. International marketing: definition, content, emergence and development. Levels of international marketing in tourism and hospitality: international, multinational, global. Main stages of the transition to global marketing.	Lecture, Seminar
Module 2. International marketing environment. Strategies for entry of tourism and hospitality enterprises into international markets	Topic 2.1. Characteristics of international marketing environment. Modern international business infrastructure and entrepreneurial climate. Decision to enter a foreign market. Segmentation of international markets. Marketing assessment of foreign business partners' reliability. Strategy to focus on expanding home market. Strategy for targeting multiple markets. Strategy for targeting global marketing. Ways of entering a foreign market and their specificity in tourism and hospitality. Indirect export. Direct export. Licensing. Joint ventures.	Lecture, Seminar
Module 3. International marketing strategies and programme in tourism and hospitality	Topic 3.1. Product strategy in international marketing in tourism and hospitality. Adaptation of goods (services) to different markets. Pricing strategy in international marketing in tourism and hospitality. Types of prices in international marketing. Promotion strategy in international marketing in tourism and hospitality. Branding in international marketing. Sales strategy in international marketing in tourism and hospitality. Selection of	Lecture, Seminar

<b>Module Title</b>	<b>Course Module Contents</b>	<b>Learning Activities*</b>
	distribution channels in international marketing. Integrated logistics in international marketing.	
Module 4. Organizing management of international marketing activities	Topic 4.1. Assessing the level of involvement of tourism and hospitality enterprises in international activities. Forms of organizing management of international marketing activities in tourism and hospitality. Export department. International department. Global organization.	Lecture, Seminar

\* - To be filled in only for **FULL-TIME** mode of study: *Lecture, Lab Work, Seminar.*

## **6. CLASSROOM EQUIPMENT AND TECHNOLOGY SUPPORT REQUIREMENTS**

*Table 6.1. Classroom Equipment and Technology Support Requirements*

<b>Classroom for Academic Activity Type</b>	<b>Classroom Equipment</b>	<b>Specialized educational / laboratory equipment, software and materials for mastering the discipline (if necessary)</b>
Lecture	Classroom equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection.	Microsoft Garant Consultant Plus Windows 7 KMS Corp (OS, Windows), MSOffice Professional Plus (office applications, MSOffice)
Seminar	Classroom equipped with a set of specialized furniture; whiteboard; a set of devices includes portable multimedia projector, laptop, projection screen, stable wireless Internet connection.	Microsoft Garant Consultant Plus Windows 7 KMS Corp (OS, Windows), MSOffice Professional Plus (office applications, MSOffice)
Self-Studies	Classroom equipped with a set of specialized furniture; PCs with access to electronic information and educational environment.	Microsoft Garant Consultant Plus Windows 7 KMS Corp (OS, Windows), MSOffice Professional Plus (office applications, MSOffice)

## **7. RESOURCES RECOMMENDED FOR THE COURSE STUDY**

### *Laws and Regulations:*

1. Federal Law No. 132-FZ “On Fundamentals of Tourism Activities in the Russian Federation” dated 24 November 1996 (latest edition). - URL: [http://www.consultant.ru/document/cons\\_doc\\_LAW\\_12462](http://www.consultant.ru/document/cons_doc_LAW_12462)
2. Strategy for Tourism Development in the Russian Federation for the period until 2035. Approved by Order of the Government of the Russian Federation No. 2129-r 20 dated September. - URL: <http://static.government.ru>

### *Main Readings:*

1. Management and Visualisation. Seeing Beyond the Strategic / G. Fletcher. – Abingdon: Taylor & Francis, 2023. – 140 p. – ISBN 9781000851281, 9781032302515, 9781032302522, 9781003304166. – Text: electronic // Lan: electronic library system. – URL: <https://directory.doabooks.org/handle/20.500.12854/121348>
2. The Dynamics of Influencer Marketing / Edited by J. Alvarez-Monzoncillo. – Abingdon: Taylor & Francis, 2023. – 220 p. – ISBN 9780367678906, 9780367680916, 9781000686937. – Text: electronic // Lan: electronic library system. – URL: <https://directory.doabooks.org/handle/20.500.12854/90727>

### *Additional Readings:*

1. Bashynska, I., Lytovchenko, I., & Kharenko, D. (2019). Sales tunnels in messengers as new technologies for effective Internet-marketing in tourism and hospitality. *International Journal of Innovative Technology and Exploring Engineering*, 8(12), 594-598.
2. *European journal of economics and management sciences* (2023) (<https://cyberleninka.ru/journal/n/european-journal-of-economics-and-management-sciences?i=1122934>)
3. Frolova, E.V., Kabanova, E.E., Rogach, O.V., Vetrova, E.A., & Ryabova, T.M. (2020). A spotlight on Russian tourism and hospitality industry. *International Transaction Journal of Engineering, Management and Applied Sciences and Technologies*, 11(4), 1104.
4. HOSPITALITY AND TOURISM INFORMATION TECHNOLOGY • Luana Nanu, Auburn University, USA • Khuraman Shahtakhtinskaya, University of South Florida, USA • Gamze Kaya, Mersin University, Turkey • M. Omar Parvez, Eastern Mediterranean University, Turkey (2021) (<https://digitalcommons.usf.edu/cgi/viewcontent.cgi?article=1175&context=m3publishing>)
5. *The International Marketing of Travel and Tourism: A Strategic Approach* / F. Vellas, L. Bécherel. – London: Red Globe Press, 1999. – 329 p. - ISBN 978-0333717592.
6. *Marketing for Hospitality and Tourism*. 7<sup>th</sup> Edition / P. Kotler, J. Bowen, J. Makens, et al. – London: Pearson, 2016. – 688 p. - ISBN 978-0134151922.
7. *International Tourism: Cultures and Behavior* / Y. Reisinger, A. Fyall. - Abingdon: Routledge, 2019. – 460 p. - ISBN 978-1138472860.
8. *Global Marketing: Foreign Entry, Local Marketing, and Global Management*. 6<sup>th</sup> Edition / J. K. Johansson. – New York: McGraw-Hill/Irwin, 2017. – 672 p. - ISBN 978-0073381015.

9. International Marketing. 17<sup>th</sup> Edition / C. Gilly, J. Graham. - New York: McGraw-Hill Education, 2015. – ISBN 978-0073529974.

10. Tourism Marketing for Cities and Towns: Using Branding and Events to Attract Tourists / B. Kolb. – Abingdon: Routledge, 2006. – 328 p. - ISBN 978-0750679459.

*Internet Resources:*

1. Electronic libraries (EL) of RUDN University and other institutions, to which university students have access based on concluded agreements:
  - RUDN University Electronic Library System (RUDN University ELS)  
<http://lib.rudn.ru/MegaPro/Web>
  - ELS "University Library Online" <http://www.biblioclub.ru>
  - ELS "Urait" <http://www.biblio-online.ru>
  - ELS "Student Consultant" [www.studentlibrary.ru](http://www.studentlibrary.ru)
  - ELS "Lan" <http://e.lanbook.com/>
  - ELS "Troitsky Bridge"
  
2. Databases and search engines:
  - electronic fund of legal and normative-technical documentation of the <http://docs.cntd.ru/>
  - Yandex search engine <https://www.yandex.ru>
  - Google search engine <https://www.google.ru/>
  - SCOPUS abstract database <http://www.elsevierscience.ru/products/scopus/>
  - <https://gks.ru/> Federal State Statistics Service of Russia.
  - <http://profi.travel.ru/press/> Tourism and Travelling. Professional press.
  - <https://hotelier.pro/> Magazine for hoteliers. Hotel business news.
  - <https://hotel.report/> Media resource for owners, managers and specialists in Hotel Business and Tourism.
  - <https://www.unwto.org/> - World Tourism Organization.

*Educational and methodological materials for student self-studies when mastering the course/module\*:*

1. Lecture course on International Marketing in Tourism and Hospitality.
2. Methodological guidelines for students' self-studies when mastering the course.
3. Methodological recommendations for ensuring accessibility of the programme for students with limited health capacities.

\* - The methodological materials and guidelines for the self-studies are placed on the course page in the university telecommunication training and information system under the set procedure.

**8. ASSESSMENT TOOLKIT AND GRADING SYSTEM\* FOR EVALUATION OF STUDENTS' COMPETENCES LEVEL UPON COURSE COMPLETION**

The assessment toolkit and the grading system for assessing the level of competence (part of competences) formation based on the results of mastering the International Marketing in Tourism and Hospitality course are presented in the Appendix to this Course Syllabus.

\* The assessment toolkit and the grading system are formed on the basis of the requirements of the relevant local normative act of RUDN University (regulations / order).

**DEVELOPERS:**

**Senior Lecturer, PhD in**

**Pedagogy**

**I.I. Nagumanova**

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Position, Educational Department

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Signature

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Name

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**HEAD OF EDUCATIONAL DEPARTMENT:**

**Deputy Director for Education**

**S.Yu. Murtuzalieva**

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