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

Faculty of Economics

(name of the main educational unit (OUP)-developer of the EP HE)

COURSE SYLLABUS

Modern Trends in the International Hotel and Tourism Business

(name of the discipline/module)

Recommended by the Didactic Council for the Education Field of:

38.04.02 «Management»

(code and name of the training area/specialty)

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

International marketing

(name (profile/specialization) of the EP HE)

1. COURSE GOALS

The aim of the course "Modern Trends in the International Hotel and Tourism Business" is to look at the current organization and functioning of the international hotel and tourism Businesses in the global economy. It covers the basic characteristics of retail trade at the present stage, the structure of marketing for international retailers, as well as medium and long-term trends in the global hospitality network.

The course combines the study of theory and modern concepts with application of practical research methods global hotel and tourism Businesses. The course material allows for future marketing professionals to freely navigate in the peculiarities of the hotel and tourism Businesses on the global market and to build models of proposed changes in their structure on the basis of advanced planning..

2. REQUIREMENTS FOR LEARNING OUTCOMES

The development of the discipline "Modern Trends in the International Hotel and Tourism Business" is aimed at the formation of the following competencies (parts of competencies) in students:

Table 2.1. List of competencies formed by students during the development of the discipline (results of the development of the discipline)

Code	Competence	Competence achievement indicators (within this course)
UC-7	Able to use digital technologies and methods of searching, processing, analyzing, storing and presenting information (in the professional field) in the digital economy and modern corporate information culture	UC-7.1 Searches for the necessary sources of information and data, perceives, analyzes, remembers and transmits information using digital means, as well as using algorithms when working with data obtained from various sources in order to effectively use the information received to solve problems - UC-7.2 Assesses information, its reliability, builds logical conclusions based on incoming information and data
PC-2	Capable of developing, implementing and managing innovative products and intangible assets in the company's international markets	PC-2.1 Knows how to select innovations in the field of professional activity (commercial, or marketing, or advertising, or logistics, or hospitality research) PC-2.2 Able to work with digital data, assess its sources and relevance - PC-2.3 Is able to analyze and evaluate their economic efficiency of innovative products - PC-2.4 Owns the methods of development and evaluation of the effectiveness of innovative trade and technological, or marketing, or logistics, or advertising technologies

3. THE PLACE OF DISCIPLINE IN THE STRUCTURE OF THE EP HE

The discipline "Modern Trends in the International Hotel and Tourism Business" refers to the Variety part formed by the participants of the educational relations of the block B.1.V.13 of the OP HE.

Within the framework of the educational program, students also master other disciplines and/or practices that contribute to achieving the planned results of mastering the discipline "Modern Trends in the International Hotel and Tourism Business".

Table 3.1. The list of the components of the educational program that contribute to the achievement of the planned results of the development of the discipline

Code	Competence name	Previous courses	Next courses
UC-7	Able to use digital technologies and methods of searching, processing, analyzing, storing and presenting information (in the professional field) in the digital economy and modern corporate information culture	Management Research Methodology /	Marketing Metrics / National and Regional Branding
PC-2	Capable of developing, implementing and managing innovative products and intangible assets in the company's international markets	Managerial Economics	Corporate Websites: Creation and Administration International Economics / Global Economic Project in Eurasia Customs and Tariff Regulation /

* - it is filled in in accordance with the matrix of competencies and SP EP HE

4. SCOPE OF DISCIPLINE AND TYPES OF ACADEMIC WORK

The total labor intensity of the discipline "Modern Trends in the International Hotel and Tourism Business" is 4 credit units.

Table 4.1. Types of educational work by periods of mastering the EP in for FULL-time education

Type of educational work		Total	Semester			
			1	2	3	4
<i>Contact work, ac.h.</i>		144			144	
Lectures (LC)		18			18	
Laboratory work (LR)						
Practical/seminar classes (SZ)		18			18	
Independent work of students, ac.h.		81			81	
Control (exam / test with assessment), ac.h.		27			27	
Total labor intensity of the discipline	academic hours	144			144	
	credits	4			4	

5. COURSE CONTENT

Table 5.1. The content of the discipline (module) by type of academic work

COURSE PART NAME	PART CONTENT	WORK TYPE
Topic 1. Modern tendencies of development of Hotel industry	The meaning and function of Hotel industry. Modern trends in world hospitality markets. The influence of macro factors on the modern structure of international economy, both globally and at the regional level. Changes in the structure of hospitality marketing channels. Success factors in the hotel industry. Long-term and medium-term prospects of development of retail trade by region.	LTR, SS
Topic 2. Hospitality formats	The concept of hotel format and its main features. Features of the organization and structure of hospitality formats. The evolution of the business models. The impact of digital technologies on the development of hospitality formats.	LTR, SS
Topic 3. Features of hospitality network structure	Characteristics of the hospitality network. Options for the establishment of hospitality network and the fundamental complexity of their formation. A strategic model of trade network development. Mass tourism and hospitality marketing channels. The role of franchising in the formation of modern hotels.	LTR, SS
Topic 4. Transnational Hospitality companies	The concept of international hospitality corporations. The distinctive features of multinational hospitality corporations and their typology. Modern features of the activities of international hospitality corporations and their strategies. The role of multinational corporations as subjects of international economic relations. International hospitality corporations in world regions: differential impact and the characteristics of their activities in developed, developing and transition economies.	LTR, SS
Topic 5. The hospitality networks at foreign markets	Macroeconomic factors of tourism to foreign markets. Problems of international positioning. The analysis and selection of target markets for expansion. International booking platforms in the international market. The complexity of adaptation / standardization.	LTR, SS

COURSE PART NAME	PART CONTENT	WORK TYPE
Topic 6. Leading global hospitality tools	Structure and development characteristics of the leading hotel and tourism businesses in the world. The form of ownership. Competitive advantage. The factors which have or will impact success. Regional peculiarities. Product and service range policy. Methods of entering foreign markets. Globalization and hotel and tourism businesses.	LTR, SS
Topic 7. Advanced features of marketing at global hotel and tourism Businesses	The differences between the marketing of national and global hotel and tourism Businesses. The philosophy and mission of the global hotel and tourism Businesses. Relationship of strategic and operational marketing. The influence of culture. Segmentation. The structure of hospitality channels.	LTR, SS

6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE

Table 6.1. Material and technical support of the discipline

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
Lecture hall	An auditorium for conducting lecture-type classes, equipped with a set of specialized furniture; a board (screen) and technical means of multimedia presentations. Audience 340	Ауд. 17. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Проекционный экран GEHA 244*244 MS Windows 10 64bit Microsoft Office 2021 LTSC
Computer class	A computer classroom for conducting classes, group and individual consultations, ongoing monitoring and intermediate certification, equipped with personal computers (in the amount of _21_ pcs.), a blackboard (screen) and multimedia presentation technical means. Audience 27, 29	Ауд. 105. Моноблок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Casio XJ-S400UN Экран моторизованный Digis Electra MW DSEM – 1105 MS Windows 10 64bit Microsoft Office 2021 LTSC

Audience type	Equipping the audience	Specialized educational/laboratory equipment, software and materials for the development of the discipline (if necessary)
For independent work of students	An auditorium for independent work of students (can be used for seminars and consultations), equipped with a set of specialized furniture and computers with access to EIOS.	4 зал. Библиотеки Моно-блок Lenovo AIO-510-22ISH Intel I5 2200 MHz/8 GB/1000 GB/DVD/audio, монитор 21" Мультимедиа проектор Cactus CSC4.SG MS Windows 10 64bit Microsoft Office 2021 LTSC

* - the audience for independent work of students must be specified!!

7. EDUCATIONAL, METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

a). Main sources

- 1) Krupina, N. N. Strategic management in hotel and restaurant service : textbook / N. N. Krupina. - Moscow : INFRA-M, 2023. - 211 с. - (Higher education: Bachelor's degree). - DOI 10.12737/1832108. - ISBN 978-5-16-017232-3. - Text : electronic. - URL: <https://znanium.com/catalog/product/1832108>.
- 2) Zenkina, I.V. Modern strategic analysis : textbook / I.V. Zenkina. - Moscow : INFRA-M, 2024. - 288 с. - (Higher education). - DOI 10.12737/2123833. - ISBN 978-5-16-019484-4. - Text : electronic. - URL: <https://znanium.ru/catalog/product/2123833>.

б) Supplementary sources

1. Strategic Management : textbook / edited by Dr. of Economic Sciences, Professor N.A. Kazakova. - Moscow : INFRA-M, 2023. - 320 с. - (Higher education). - ISBN 978-5-16-005028-7. - Text : electronic. - URL: <https://znanium.com/catalog/product/1941765>
2. Zhukova, E. E. Marketing of services : textbook / E. E. Zhukova, T. V. Suvorova. - Moscow : INFRA-M, 2025. - 364 с. - (Higher education). - DOI 10.12737/2125940. - ISBN 978-5-16-019538-4. - Text : electronic. - URL: <https://znanium.ru/catalog/product/2125940>.

Resources of the Internet information and telecommunication network:

UNIBC (Scientific Library) provides access to the following EBS:

- EBS RUDN Access mode: <http://lib.rudn.ru/> - from RUDN stationary computers

- University Library ONLINE – Access mode: <http://www.biblioclub.ru/>

- Book collections of SPRINGER publishing house. – Access mode: www.springerlink.com

- *Universal databases of East View.* – Access mode: <http://online.ebiblioteka.ru/>
- *EBC publishing house "Yurayt"* Access mode: <http://www.biblio-online.ru>
- *EBS Publishing House "Lan", collections*
- *Electronic library system "Znaniy.com"* - access to the main collection is granted

Electronic resources for educational activities

- Bulletin of the RUDN, all series* / Access mode: <http://journals.rudn.ru/>
- eLibrary.ru* / Access mode <http://www.elibrary.ru/defaultx.asp> from any computer on the territory of the RUDN
- RSL Dissertations* Access mode: <https://dvs.rsl.ru/?>
- BIBLIOPHIKA* / Access mode: <http://www.bibliophika.ru/>
- Columbia International Affairs Online (CIAO)* Access mode: <http://www.ciaonet.org/>
- East View. Collection "Statistical publications of Russia and CIS countries"*
- Grebennikon* Access mode: <http://grebennikon.ru/>
- LexisNexis* Access Mode: <http://academic.lexisnexis.eu>
- Search engines: Yandex (yandex.ru), Google (google.ru).*

Information and reference portals:

1. www.advertology.ru
2. www.marketing.spb.ru
3. www.p-marketing.ru
4. www.4p.ru
5. www.advi.ru
6. www.cfin.ru
7. www.expert.ru
8. www.rbc.ru

Educational and methodological materials for independent work of students during the development of the discipline/ module:*

1. A course of lectures, standard tasks and a control test on the discipline "Modern Trends in the International Hotel and Tourism Business" is posted on the TUIS portal, Access mode: <https://esystem.rudn.ru/course/view.php?id=11989¬ifyeditingon=1>

8. EVALUATION MATERIALS AND A POINT-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMATION IN THE DISCIPLINE

Evaluation materials and a point-rating system* for assessing the level of competence formation (part of competencies) based on the results of mastering the discipline "Modern

Trends in the International Hotel and Tourism Business" are presented in the Appendix to this Work Program of the discipline

Developers:

**Associate Professor of the Mar-
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Signature

Full name

Head of Marketing department

Lukina A.V.

Signature

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**Head of EP HE
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Zobov. A.M.

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