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

## **Higher School of Management**

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

## **COURSE SYLLABUS**

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**Tourist Market Economics**

(course title)

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

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**43.04.02 Tourism**

field of study / speciality code and title

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

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**Business Processes in Tourism and Hospitality**

higher education programme profile/specialisation title

**2025**

## 1. COURSE GOAL

The purpose of mastering the Tourist Market Economics course is the formation of knowledge, skills, values, and competencies in the field of tourist economics, economic activity of tourist industry enterprises, organization of entrepreneurial activity in tourism, making economic decisions in market conditions in the field of tourism, allowing students to conduct professional activities in the field of tourism and correctly understand and use economic laws operating in the tourist market.

## 2. REQUIREMENTS FOR COURSE OUTCOMES

Mastering the Tourist Market Economics 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-5.	Able to provide justification, development and implementation of the enterprise's economic strategy, priority areas of its activities and know how to assess the effectiveness of management decisions	GPC-5.1. Able to apply technologies and methods of strategic analysis of the activities of tourism industry enterprises; GPC-5.2. Able to provide justification, development and implementation of economic strategies and priority areas of activity of tourism enterprises; GPC-5.3. Able to evaluate the effectiveness of management decisions at various levels of tourism management.
PC-1.	Able to carry out strategic planning of activities in tourism at various levels, organizing and supervising them	PC-1.1. Able to conduct strategic analysis, identify success factors, economically substantiate corporate and functional strategies for the development of tourism enterprises; PC-1.2. Able to form a concept and plan the implementation of a competitive strategy for the development of tourism enterprises; PC-1.3. Able to forecast the development of the tourism sector and tourism activities in the context of various levels of management, including based on foresight technologies.
PC-7.	Able to assess the effectiveness of management decisions on choosing a concept, developing and implementing a plan for the tourism enterprise development strategy	PC-7.1. Able to assess the effectiveness of management decisions in strategic areas of activity of tourism enterprises; PC-7.2. Able to formulate a plan for implementing a tourism enterprise strategy using project management approach.
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 Tourist Market Economics course refers to the core 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 Tourist Market Economics 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>Preceding Disciplines/Modules, practices*</b>	<b>Subsequent Disciplines/Modules, Practices*</b>
GPC-5.	Able to provide justification, development and implementation of the enterprise's economic strategy, priority areas of its activities and know how to assess the effectiveness of management decisions	-	<ul style="list-style-type: none"> <li>• Preparing for defence and defending a graduation thesis</li> </ul>
PC-1.	Able to carry out strategic planning of activities in tourism at various levels, organizing and supervising them	-	<ul style="list-style-type: none"> <li>• Strategic Management and Management by Objectives in Professional Sphere</li> <li>• Service Quality Management</li> <li>• Business Intelligence and Data Analysis</li> <li>• Territorial Recreational System Formation and Management</li> <li>• Investment Design and Business Assessment</li> <li>• Financial Management</li> <li>• Pre-Graduation Internship</li> <li>• Preparing for defence and defending a graduation thesis</li> </ul>
PC-7.	Able to assess the effectiveness of management decisions on choosing a concept, developing and implementing a plan for the tourism enterprise development strategy	-	<ul style="list-style-type: none"> <li>• Strategic Management and Management by Objectives in Professional Sphere</li> <li>• Service Quality Management</li> <li>• Analysis and Modeling of Business Processes</li> <li>• Territorial Recreational System Formation and Management</li> <li>• Optimizing Business Processes of Enterprises in Tourism and Hospitality</li> <li>• Financial Management</li> </ul>

Competence Code	Competence Descriptor	Preceding Disciplines/Modules, practices*	Subsequent Disciplines/Modules, Practices*
			<ul style="list-style-type: none"> <li>• Maintaining Ecological Balance of Tourist Areas</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	-	<ul style="list-style-type: none"> <li>• Territorial Recreational System Formation and Management</li> <li>• Innovation Management and Entrepreneurship in Tourism</li> <li>• International Marketing in Tourism and Hospitality</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 Tourist Market Economics 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
<i>Контактная работа, ак.ч.</i>		<b>34</b>	<b>34</b>
including:			
Lectures		17	17
Lab work		-	-
Seminars		17	17
<i>Self-study, academic hours</i>		47	47
<i>Evaluation and assessment (exam), academic hours</i>		27	27
<b>Course workload</b>	ac. hrs.	108	108
	credits	3	3

#### 5. COURSE MODULE CONTENTS

Table 5.1. Course Module Contents

<b>Module Title</b>	<b>Course Module Contents</b>	<b>Learning Activities*</b>
1. Theory of Tourist Economics	The basic concepts of tourist economics, subject, methods, and tasks. The history of the development of the tourist economy. The role and place of tourism in the economy. The economic importance of tourism. Efficiency and effectiveness of the tourist system.	Lecture, Seminar
2. Macroeconomics of Tourism	Concepts and features of the tourism market. The infrastructure of the tourism market. The multiplier effect in tourism. The competitiveness of the country in the field of tourism.	Lecture, Seminar
3. Mesoconomics of Tourism	Tourist destinations as subjects of the meso-level of the tourism economy. Economics and competitiveness of tourist destinations. A cluster approach to the formation and management of the economy of a tourist destination.	Lecture, Seminar
4. Microeconomics of Tourism	Entrepreneurial activity in tourism. The economic foundations and features of the activities of travel industry enterprises. Financial management of a travel industry enterprise. Break-even theory and its use in tourism. The economic efficiency of the tourism industry enterprises. Assessment of the economic efficiency of the staff of the tourist industry enterprises.	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

Classroom for Academic Activity Type	Classroom Equipment	Specialized educational / laboratory equipment, software and materials for mastering the discipline (if necessary)
		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

### *Main Readings:*

1. Panasiuk, A. (ed.) Tourism Economics. Basel: MDPI, 2023. URL <https://mdpi.com/books/pdfview/book/6656>
2. Experiential Marketing in an Age of Hyper-Connectivity: Navigating the Customer Experience Journey / Edited by Nadia Pomirleanu, Babu John-Mariadoss and John Schibrowsky. Cambridge Scholars Publishing, 2022. URL: [https://lib.rudn.ru/MegaPro/UserEntry?Action=Link\\_FindDoc&id=511134&idb=0](https://lib.rudn.ru/MegaPro/UserEntry?Action=Link_FindDoc&id=511134&idb=0)
3. Pechlaner, H. (ed.). Destination Conscience. Leeds: Emerald Publishing, 2024. URL <https://library.oapen.org/bitstream/20.500.12657/88077/2/9781804559628.epub>

### *Additional Readings:*

4. Handbook of Research on Interdisciplinary Reflections of Contemporary Experiential Marketing Practices / Edited by Gökhan Akel. Business Science Reference, 2022. URL: [https://lib.rudn.ru/MegaPro/UserEntry?Action=Link\\_FindDoc&id=511141&idb=0](https://lib.rudn.ru/MegaPro/UserEntry?Action=Link_FindDoc&id=511141&idb=0)

### *Internet sources:*

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"

*Databases and search engines:*

- electronic fund of legal and normative-technical documentation <http://docs.cntd.ru/>
- Yandex search engine [https:// www.yandex.ru/](https://www.yandex.ru/)
- Google search engine <https://www.google.ru/>
- SCOPUS abstract database [http:// www.elsevierscience.ru/products/scopus/](http://www.elsevierscience.ru/products/scopus/)

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

1. Lecture course on Tourist Market Economics.
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.

**DEVELOPERS:**

<b>Associate Professor, PhD in Economics</b>		<b>O.Yu. Zeveke</b>
_____ Position, Educational Department	_____ Signature	_____ Name
_____ Position, Educational Department	_____ Signature	_____ Name
_____ Position, Educational Department	_____ Signature	_____ Name

**HEAD OF EDUCATIONAL DEPARTMENT:**

<b>Head of the Department</b>		<b>H.A. Konstantinidi</b>
_____ Educational Department	_____ Signature	_____ Name

**HEAD OF HIGHER EDUCATION PROGRAMME:**

**Professor, Doctor habil. in  
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Position, Educational Department

**E.S. Bogomolova**

Signature

Name