



**Syllabus of the educational discipline**  
**« Management and marketing of tourism »**

<b>Specialty</b>	242 "Tourism"
<b>Educational program</b>	Tourism
<b>Level of education</b>	Bachelor
<b>Discipline status</b>	Normative
<b>Teaching language</b>	English
<b>Course / semester</b>	4 course, 1 semester
<b>Number of credits ECTS</b>	6
<b>Distribution by types of trainings and hours of study</b>	Lectures – 24 hours. Practical studies (seminars) – 24 hours. Independent training – 102 hours.
<b>Form of final assessment</b>	Exam
<b>Department</b>	Department of Tourism, Nauky Ave., Kharkiv, office 316. Tel. 38(057)758-77-26 (add. 451) <a href="http://www.hneu.edu.ua/Department_of_tourism">http://www.hneu.edu.ua/Department_of_tourism</a>
<b>Teacher (-s)</b>	Mariya Aldoshyna, PhD in Economics, associate professor
<b>Teacher's contacts</b>	Mariyaldo.88@gmail.com
<b>Days of the classes</b>	According to the schedule
<b>Consultations</b>	According to the schedule
<b>The purpose of the discipline</b> is formation of a system of theoretical knowledge and practical skills in relation to the methodological apparatus of management and marketing of tourism in order to solve specific economic problems that arise at enterprises of the tourism industry in the conditions of a changing environment, the study of the market and marketing environment, the development and promotion of a new tourist product , management of labor resources.	
<b>Prerequisites for learning</b>	
<i>Fundamentals of tourism activities, Economy of recreation and tourism, Organization of tourist travel, Personnel management of a tourism enterprise, Analysis of the tourism enterprises activities / Basics of marketing activities and personnel management, peculiarities of tourism products, skills of promoting goods and services in markets</i>	
<b>Content of the educational discipline</b>	
<b>Content module 1.</b> Theoretical basis of management in tourism Theme 1. Conceptual bases of management in the sphere of tourism Theme 2. Strategy and tactics of management of a touristic enterprise Theme 3. Structural organization as a function of management of touristic enterprises. Theme 4. Quality management of touristic enterprises Theme 5. Innovative management of touristic enterprises Theme 6. Management and motivation of the personnel of touristic enterprises Theme 7. Organization of labor in the tourism industry Theme 8. Preparation and development of management decisions in the field of tourism	
<b>Content module 2.</b> The concept of marketing as a tool for the development of touristic enterprises in the conditions of market Theme 9. Conceptual framework for the implementation of marketing in tourism. Theme 10. Development and implementation of marketing researches in tourism Theme 11. Touristic product and its life cycle Theme 12. The market of touristic services and its segmentation Theme 13. Marketing of price policy at touristic enterprises Theme 14. Promotion of touristic products	



## Theme 15. Models of consumer behavior on the tourist services market

**Material and technical support (software) of the discipline**

The use multimedia tools is necessary to cover the discipline

**Course page on the Moodle platform (personal training system)**

*Syllabus, technological card, lectures, tasks for practical and independent classes, information materials, tasks for testing knowledge*

(<https://pns.hneu.edu.ua/course/view.php?id=1851>)

**Recommended literature***Basic:*

1. Білоусова О. М. Менеджмент туристичної галузі : підручник / О.М. Білоусов, О.Є. Лугінін, О.С. Морозова, Л.В. Соколова. – Херсон: Видавничий дім «Гельветика», 2017. – 580 с.
2. Менеджмент і маркетинг туризму: Навч. посібник / Афонченкова Т. М., Булюк О. В., Масенко Б.П., Панченко Ю.В., Федотова Н.В.; за ред. О.Є.Лугініна. К.: Видавництво Ліра-К, 2016. 364 с.
3. Школа І.М. Менеджмент туристичної індустрії : Навчальний посібник / За ред. проф. І.М.Школи. - Чернівці: ЧТЕІ КНТЕУ, 2003. - 662 с.
4. Kotler, Philip. 2017. My Adventures in Marketing: The Autobiography of Philip Kotler. IDEA BITE PRESS.
5. Kotler, Philip and Waldemar Pfoertsch. 2011. Ingredient Branding: Making the Invisible Visible. New York: NY: Springer.
6. Kotler, Philip and Gary Armstrong. 2005. Principles of Marketing. Upper Saddle River, NJ: Pearson/Prentice-Hall, 11th edition.

*Supplementary:*

7. Aldoshyna M., Stryzhak O. Relationship marketing in tourism // Інфраструктура ринку. – 2020. – № 43. – 108-113.;
8. Наумік-Гладка К. Г. Нормативне забезпечення маркетингових комунікацій в сфері туризму // Бізнес Інформ. – 2017. – № 1. – С. 337–342
9. Kozubova N., Sushchenko, O., Prokopishina O. Eco-Friendly Behavior of Local Population, Tourists and Companies as a Factor of Sustainable Tourism Development // International Journal of Engineering and Technology. – 2018. - Vol 7. - № 4.3. Special Issue 3. – pp. 514-518
10. Naumik-Gladka K. Socio-economic aspects of communication activity in information economy : Монографія. - Харків, Вид. ХНЕУ ім.С.Кузнеця, 2016. – 215 с
11. Sushchenko O. Management technologies of ensuring environmental protection as the territory development strategic priority / O. Sushchenko, I. Trunina, O. Klok, O. Loseva // SHS Web Conf. Volume 61, 01026 (2019). – 11 p..

**Assessment system of learning outcomes**

*A student passes the academic discipline successfully if the total score obtained via the results of final/semester tests equals 100. The minimum score for the current and module control during the semester is 60. The minimum number of points for the current and modular control during the semester is 35 and the minimum possible number of points scored on the exam is 25. The final mark for the academic discipline is calculated on the basis of the cumulative system including the points obtained for the semester work and current control. The total result in points per semester makes "60 or more points – passed", "59 or fewer points – failed". More detailed information on assessment is given in the technological card of the discipline.*

<b>Types of training</b>	<b>Max points</b>
Lectures (active work)	<b>12</b>
Practical studies (active work)	<b>12</b>
Tasks to the themes	<b>6</b>
Essay	<b>4</b>



Report	3
Group work	2
Oral quiz	3
Presentation	6
Control module	12
Exam	40
<b>Max points</b>	<b>100</b>

**Transference of Simon Kuznets KHNUE Characteristics of Students' Progress into the System of the ECTS Scale**

Total score on a 100-point scale	ECTS assessment scale	Assessment on the 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	satisfactory	
64 – 73	D		
60 – 63	E	unsatisfactory	not pass
35 – 59	FX		
1 – 34	F		

**Discipline policies**

*It is mandatory to adhere to the policy of academic integrity, the absenteeism policy and the policy of completing tasks on time.*

*More detailed information about competencies, learning outcomes, teaching methods, assessment forms, independent training is given in the Syllabus (working plan) of the educational discipline.*

Syllabus approved at the meeting of the Department of Tourism, Protocol № 1 from September, 26.