1. **Name of module: Marketing in tourism**
2. **Code module**: ТОТГРС.6\_19\_3
3. **Type module**: compulsory
4. **Semester**: 7
5. **The volume of the module**: total hours - 90 (ECTS credits - 3); contact hours - 36 (lectures - 20 hours, practical - 16 hours).
6. **Lecturer**: Kozhukhivska Raisa B. - PhD, Associate Professor
7. **Learning** outcomes:

A result of mastering of the course students should **know:**

* marketing pricing policies and pricing methods of marketing in tourism;
* methods and regulatory basis for advertising tourism product;
* tactical decisions regarding of advertising and not advertising promotion methods;
* ways to stimulate sales and management of distribution channels of tourist products.

**Be able to:**

* to adjust volumes, assortment and price per unit of service, using the methodology for determining the seasonal fluctuations, methods of forecasting and structure of the costs per unit of services
* organize training presentation and dissemination of specialized tourist information, using advertising and PR technologies
* generate demand for tourism services in the market based on the results market research and promotional activities
* make decisions about distribution channels of tourism products based on the study of l opportunities for potential commercial partners on the basis of respect for economic fundamentals and international law;
* stimulate sales of tourism products, using methods and techniques methods and techniques of stimulate demand and principles of the motivate marketing, not advertising promotion methods
* carry out search for prospective partners for marketing tourism products using basic forms of selling tourist products, schemes of promotion of product of the tour operator, methods and normative base.
1. **Method of delivery:** auditorium classes.
2. **Necessary preliminary and concomitant requisites**:

**prerekvizyty**: management, marketing

**korekvizyty**: analysis of activities of enterprises in tourism

1. **Contents module:**

The essence of marketing in the hotel, resort and tourist service. The essence of marketing in the hotel, resort and tourist service. Marketing management in tourism. The tourist product. Real tourist services. The system of marketing research in tourism. Market segmentation in tourism. Price policy of tourism enterprises. The marketing sales strategy of tourism enterprises. The system of marketing communications in tourism. Advertising in tourism. Not advertising promotion methods of tourism products. Tourist exhibitions and fairs. Corporate style tourist enterprise.

1. **Suggested reading**:

1. Shkola, IM Management of tourism industry: Textbook / Ed. prof. IM School. - Chernivtsi: CHTEI KNTEU, 2003. - 662 p.

2. Babarytska, VK Tourism Management. Turopereytynh: Manual VK Babarytska, O.Yu.Malynovska. - K .: Type. Alterpres. - 2004. - 288 p. - ISBN: 966-542-244-8.

3. Zhukov, MA Turystskom Management in Business: Textbook /M.A. Zhukova. - M .: KNORUS, 2006. - 192 p.

4. Nechayuk LI, NA Nechayuk Hotel and restaurant business: management: Training. guidances. - K .: Centre textbooks, 2009. - 348 p.

5. Saak, A.Э. Management in Industriia hostepryymstva (hostynytsы and Restaurants): Uchebnoe posobye / A.Э.Saak, NV Yakimenko. - SPb .: Peter, 2007. - 432 p.

6. Skobkyn, SS Management in tourism: Textbook. posob. / SS Skobkyn - M .: Master, 2010- 447 p.

1. **Forms and methods**: lectures, practical classes, independent work
2. **Assessment methods and criteria:**

• The current control (75%) - oral interviews, testing, individual educational and research objectives

• The final control (25%) - exam (theoretical questions)

1. **Language of instruction:** Ukrainian