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MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION

Federal State Budgetary Educational Institution of Higher Education
"Ural State University of Economics"

Approved
at the Department meeting

November 27, 2025

Protocol # 10

Head of the Department Radygina E.G.

Approved

by the Council for Educational and
Methodological Issues and Quality of
Education

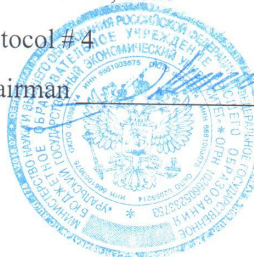
December 16, 2025

Protocol # 4

Chairman

Karkh D.A.

(signature)



COURSE PROGRAMME

Title	Promotion of international travel products
Field of study	38.04.02 Management
Profile	Management of International Tourism (in English)
Form of study	Full-time
Year of enrollment	2026

Compiled by:
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Ekaterinburg
2025

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INTRODUCTION

The work program of the discipline is part of the main professional educational program of higher education-the master's program developed in accordance with the Federal State Educational Standard of Higher Education

State Educational Standard of	Federal State Educational Standard of Higher Education -Master's degree in the field of training 38.04.02 Management (Order of the Ministry of Education and Science of the Russian Federation No. 952 of
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1. THE PURPOSE OF MASTERING THE DISCIPLINE

The purpose of mastering the discipline "Promotion of international tourist products" is to prepare students for successful work in the field of tourism and recreational activities based on knowledge of the laws of society, to instill the ability to apply this knowledge in professional activities; to form skills in using the main methods and means of information interaction, obtaining, storing, processing information; ability to and methodological generalization of information, setting goals and choosing ways to achieve it; develop skills to apply modern and relevant tools and technologies of regulatory influence in the implementation of management decisions.

2. PLACE OF THE DISCIPLINE IN THE STRUCTURE OF THE OPOP

Discipline refers to the part formed by the participants of educational relations.

3. SCOPE OF THE DISCIPLINE

Intermediate certification	Hours					credit units
	Just a semester	Contact work (according to study assignments)			Independent work including preparation of tests and term	
		papers Total	Lectures	Practical exercises, including course design e		
Semester 3						
Exam	144	20	8	12	97	4

4. PLANNED RESULTS OF MASTERING THE MAIN PROFESSIONAL EDUCATIONAL PROGRAM

As a result of mastering the main professional educational program, the graduate should have formed the competencies established in accordance with the Federal State Educational Standard for Higher Education.

Code and name of the competence	Indicators of achievement of competencies
organizational and managerial	
PC-2 Planning externally economic of the organization's foreign economic activity	AI-1.PC-2 Know: Regulatory legal acts regulating state support for foreign economic activity; Types, forms and tools of state support for foreign economic activity; Methods and fundamentals of system analysis of foreign economic information; Procedure for document flow in an organization; Fundamentals of Risk Management in Foreign Economic activity; Fundamentals of Business planning; Marketing and Pricing Features; Fundamentals of economic Theory

<p>PC-2 Planning внешнеэкономической of the organization's foreign economic activity</p>	<p>AI-2.PC-2 Should Be Able To: Generalize and systematize information about the organization's tasks in the field of foreign economic activity; Develop strategic and current plans for the organization's foreign economic activity; Generalize and systematize information about the organization's activities</p>
	<p>AI-3.PC-2 Have practical experience: Preparation of the draft plan of foreign economic activity taking into account the priorities of the organization's foreign economic activity; Presentation of the plan of foreign economic activity of the organization; Making, if necessary, additions and changes to the plan of foreign economic activity of the organization; Approval and presentation in the organization of the final plan of foreign economic activity</p>
<p>PC-3 Definition of the concept and strategy of development of the tourist organization</p>	<p>AI-1.PC-3 Know: Laws and other regulatory legal acts in the field of tourism and consumer protection; industry rules and standards; labor and civil legislation; Local regulatory acts of the organization, including internal labor regulations and instructions on labor protection and fire safety; Priority areas for tourism development in Russia and in the world; Organization of financial and economic activities Organization of marketing and advertising activities of a tourist organization;</p>
	<p>AI-2.PC-3 Should Be Able To: To plan the activities of a tourist organization; To determine promising areas of activity of a tourist organization; To use specialized software;</p>
	<p>AI-3.PC-3 Have practical experience: Defining the concept of development of a tourist organization; Developing a strategy and development plan for a tourist organization; Ensuring the implementation of projects in accordance with the approved development strategy of a tourist organization.</p>
<p>PC-4 Organization of activities for the implementation of tourist services</p>	<p>AI-1.PC-4 Know: Fundamentals of economics, labor organization and management; Specialization and features of the structure of a tourist organization; Fundamentals of office management; Economics of international tourism; Fundamentals of Psychology, Ethics, Aesthetics;</p>

PC-4 Organization of activities for the implementation of tourist services	AI-2.PC-4 Should Be Able To: Organize the work and interaction of departments of the tourism organization; Manage the development of the marketing plan and marketing programs of the tourism organization; Determine the marketing price strategy of the tourism organization; Develop the marketing communication strategy of the tourism organization; Develop the marketing sales strategy of the tourism organization; Monitor the marketing activities of the tourism organization; Organize and conduct business negotiations; Determine the terms and conclude contracts related to Control the quality of tourist and excursion services and the fulfillment of the terms of contracts for the provision of tourist services;
	AI-3.PC-4 Have practical experience: Implementation of general management of the main, administrative, economic and financial-economic activities of the tourist organization; Approval of current and future work plans of the tourist organization; Forecasting and planning the volume of sales of tourist services; Formation of the marketing strategy of the tourist organization and management of marketing and sales of tourist and excursion services; Organization of work on the development of programs and technological documents of the tourist product; Organization of work on identifying problems in the activities of the tourist organization (division), reviewing customer comments and suggestions, managing conflict situations and resolving them.

5. THEMATIC PLAN

Topic	Name of topic	Total hours	Contact work (according to study assignments)			independent work	Control of independent work
			Lectures	Laboratory exercises	Practical exercises classes		
			of Hours				
Semester 3		117					
Topic 1.	Tourist destination: methods and technologies for designing tourist activity objects (PC-4)	20	2		2	16	
Topic 2.	Tourist and recreational potential of destinations (PC-4)	18			2	16	
Topic 3.	Region as a destination (PC-2)	20	2		2	16	
Topic 4.	Territory marketing and destination promotion (PC-2)	22	2		4	16	
Topic 5.	Design of tourist destinations: planning efficiency in various project areas, calculation of qualitative and quantitative indicators that characterize the effectiveness of the project (PC-3)	18	1		1	16	
Topic 6.	Branding of a tourist destination, its elements (PC-3)	19	1		1	17	

**6. FORMS OF CURRENT CONTROL AND INTERIM CERTIFICATION
ШКАЛЫ ASSESSMENT OF THE ASSESSMENT SCALE**

Section/Subject	Type of evaluation tool	Description of the evaluation tool	Evaluation criteria
Current control (Appendix 4)			
Topic 1-2	Oral survey (Appendix 4)	Conversation with a student on a short topic	5 points
Topic 3	Essay (appendix 4)	Written detailed answer to a given topic	5 points
Topic 4-6	Test paper (Appendix 4)	Written detailed answer to a given topic	5 points
Topic 1-6	Test paper (Appendix 6)	Solution of one of the three cases by variants	is credited
Intermediate certification (Appendix 5)			
3rd semester (Ec)	Exam card (Appendix 5)	The ticket contains two theoretical questions	5 points

DESCRIPTION OF ASSESSMENT SCALES

The indicator for assessing the development of the main professional educational program is formed on the basis of combining the current control and intermediate certification of the student.

The rating indicator for each discipline is expressed as a percentage, which shows the level of preparation of the student.

Current control. A 100-point rating system is used. Assessment of student performance during the semester is carried out by the teacher in accordance with the developed system of assessment of academic achievements in the course of training in this discipline.

The working programs of disciplines and practices set out the types of ongoing control, planned results of control activities, and criteria for evaluating academic achievements.

During the semester, the teacher conducts at least 3 control activities to assess the student's performance. If class attendance in a discipline is included in the rating, then this indicator is no more than 20% of the maximum number of points in the discipline.

Intermediate certification. A 5-point rating system is used. Assessment of the student's work at the end of the discipline (part of the discipline) is carried out by the teacher in accordance with the system developed by him for evaluating the student's achievements in the course of training in this discipline. Intermediate certification is also carried out at the end of competence formation.

The procedure for transferring the rating provided for by the rating system for a discipline to a five-point system.

High level-100% - 70% - excellent, good.

Average level-69% - 50% - satisfactory.

Rating indicator	5-point rating indicator	Indicator characteristics
100% - 85%	excellent	have excellent theoretical knowledge in full, understand, independently know how to apply, research, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, carry out evaluation
84% - 70%	good	have good theoretical knowledge in full, understand, independently know how to apply, research, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results. There may be some errors corrected by the student independently in the course of work (answer, etc.)
69% - 50%	satisfactory	have satisfactory general theoretical knowledge, are able to apply, investigate, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, etc. evaluate results at an average level. Mistakes are allowed that the student finds difficult to correct on their own.
49 % or less	unsatisfactorily	do not have a full amount of general theoretical knowledge, do not know how to independently apply, research, identify, analyze, systematize, categorize, calculate indicators, classify, develop models, algorithmize, manage, organize, plan research processes, evaluate results. Skills and abilities for solving professional tasks are not formed
100% - 50%	credited	indicator characteristics correspond to "excellent", "good", "satisfactory"
49 % or less	not credited	indicator characteristics correspond to "unsatisfactory"

7. CONTENT OF THE DISCIPLINE

7.1. Content of lectures

<p>Topic 1. Tourist destination: methods and technologies of designing tourist activity objects (PC-4) Basic concepts and tourist destinations.</p>
<p>Topic 3. Region as a destination (PC-2) Tourist regions as destinations. Classification.</p>
<p>Topic 4. Territory marketing and destination promotion (PC-2) Marketing approach to a tourist destination. Ways to promote a tourist destination.</p>
<p>Topic 5. Design of tourist destinations: effectiveness of planning in various project areas, calculation of qualitative and quantitative indicators that characterize the effectiveness of the project (PC-3) Consumers of tourist destinations.</p>
<p>Topic 6. Branding of a tourist destination, its elements (PC-3) Definition of the tourist destination brand, basic concepts and meanings.</p>

7.2 Content of practical classes and laboratory works

<p>Topic 2. Tourist and recreational potential of destinations (PC-4) Tourist and recreational potential of destinations. Impact of the quality of tourist services on the destination economy.</p>
<p>Topic 3. Region as a destination (PC-2) Regional marketing.</p>
<p>Topic 4. Territory marketing and destination promotion (PC-2) Strategies for promoting a tourist destination.</p>
<p>Topic 5. Design of tourist destinations: effectiveness of planning in various project areas, calculation of qualitative and quantitative indicators that characterize the effectiveness of the project (PC-3) Segments of the tourist destination market.</p>
<p>Topic 6. Branding of a tourist destination, its elements (PC-3) Regional branding. S. Anholt's concept of competitive identity of the territory.</p>

7.3. Content of independent work

<p>Topic 2. Tourist and recreational potential of destinations (PC-4) Investing in attractions</p>
<p>Topic 3. Region as a destination (PC-2) Conducting regional analysis</p>
<p>Topic 4. Territory marketing and destination promotion (PC-2) Research of marketing communications of tourism and recreation enterprises.</p>
<p>Topic 5. Design of tourist destinations: effectiveness of planning in various project areas, calculation of qualitative and quantitative indicators that characterize the effectiveness of the project (PC-3) Formation of consumers ' attitude to a tourist destination.</p>
<p>Topic 6. Branding of a tourist destination, its elements (PC-3) Strategic analysis of the destination market. SWOT and PEST analysis of the destination.</p>

7.3.1. Sample questions for self-preparation for the test/exam
Appendix 1

7.3.2. Practical tasks in the discipline for self-preparation for the test/exam
Appendix 2

7.3.3. The list of coursework
is not provided

7.4. The electronic portfolio of the student
is not provided

7.5. Methodological recommendations for the implementation of the control work
is not provided

7.6 Methodological recommendations for the implementation of the course work
is not provided provided by

8. FEATURES OF THE ORGANIZATION OF THE EDUCATIONAL PROCESS IN THE DISCIPLINE FOR PERSONS WITH DISABILITIES

At the request of the student

In order to make the program accessible for persons with disabilities, if necessary, the department provides the following conditions:

- a special procedure for mastering the discipline, taking into account the state of their health;
- electronic educational resources on the discipline in forms adapted to the limitations of their health;
- studying the discipline according to an individual curriculum (regardless of the form of study);
- e-learning and distance learning technologies that provide for the possibility of receiving and transmitting information in forms that are accessible to them.
- access (remote access) to modern professional databases and information reference systems, the composition of which is determined by the discipline's work program.

9. LIST OF BASIC AND ADDITIONAL EDUCATIONAL LITERATURE REQUIRED FOR MASTERING THE DISCIPLINE

Сайт библиотеки USUE Library Website

<http://lib.usue.ru/>

Main literature:

2. Kohl O. D. Marketing in the tourist industry [Electronic resource]: textbook and practical course for universities. - Moscow: Yurayt Publ., 2023. - 342-Available at: <https://urait.ru/bcode/530722>

3. Kiryanova L. G. Marketing and branding of tourist destinations [Electronic resource]: textbook for universities. - Moscow: Yurayt Publ., 2022. - 264-Available at: <https://urait.ru/bcode/490727>

4. Koroleva O. V., Milinchuk E. S. Branding of tourist territories [Electronic resource]: textbook for universities. - Moscow: Yurayt Publ., 2023. - 273-Available at: <https://urait.ru/bcode/520478>

5. Kohl O. D. Marketing in the tourist industry [Electronic resource]:Textbook and workshop for universities. - Moscow: Yurayt Publ., 2022. - 355-Available at: <https://urait.ru/bcode/489805>

Additional literature:

2. Goncharova L. M. Reklamnaya kommunikatsiya v sfere turizma [Advertising communication in the tourism sector]:Monograph. - Moscow: INFRA-M Scientific Publishing Center, 2022, 158 p. Available at: < url> <https://znanium.com/catalog/product/1854966>

3. Sharafutdinov V. N., Yakovenko I. M., Pozachenyuk E. A., Onishchenko E. V. Crimea: a new vector of tourism development in Russia [Electronic resource]:Monograph : Monograph. Moscow: INFRA-M Scientific Publishing Center, 2023. 364-Available at:<url> <https://znanium.com/catalog/product/2020525>

4. Dashkova T. L. Marketing v turisticheskom biznes [Marketing in tourist business]:Training manual. - Moscow: Publishing and Trading Corporation "Dashkov & K", 2013. - 72-Available at: <https://znanium.com/catalog/product/1093694>

10. LIST OF INFORMATION TECHNOLOGIES, INCLUDING THE LIST ЛИЦЕНЗИОННОГО OF LICENSED SOFTWARE AND INFORMATION REFERENCE SYSTEMS, ONLINE COURSES USED IN THE IMPLEMENTATION OF THE EDUCATIONAL PROCESS IN THE DISCIPLINE

List of licensed software:

Astra Linux Common Edition. Contract No. 0417-U / 2019 dated 08.05.2019, Act No. Sk000343 dated 24.05.2019 and Contract No. 35-U / 2018 dated 13.06.2018, Act No. UT213 dated 17.12.2018. The license - is valid for an unlimited period of time.

MyOffice is standard. Agreement no. SK-281 of 7 June 7, 2017. Date of conclusion - 07.06.2017. The license - is valid for an unlimited period of time.

Microsoft Windows 10 .Agreement No. 52/223-PO / 2020 of 13.04.2020, Act No. Tr000523459 of 14.10.2020. The license - is valid for an unlimited period of time.

Microsoft Office 2016. Agreement No. 52/223-PO / 2020 of 13.04.2020, Act No. Tr000523459 of 14.10.2020 License validity period-No time limit.

List of information reference systems and resources of the Internet information and telecommunications network:

Legal reference system Consultant +. Contract No. 143/223-U / 2025 dated 02.12.2025 Срок 02.12.2025 License validity License validity period until 31.12.2026

31.12.2026 Garant Reference and Legal system . Agreement No. 58419 of 22 December, 2015. License validity period-no time limit

11. DESCRIPTION OF THE MATERIAL and TECHNICAL BASE NECESSARY FOR THE IMPLEMENTATION OF THE EDUCATIONAL PROCESS IN THE DISCIPLINE

The implementation academic of the discipline is carried c out using the material and technical base of USUE, which provides all types of training sessions and research and independent work of students:

Special premises are training rooms for all types of classes, group and individual consultations, ongoing monitoring and interim assessment.

Rooms for independent work of students are equipped with computer equipment with the ability to connect to the Internet and provide access to the electronic information and educational environment of USUE.

All rooms are equipped with specialized furniture and multimedia equipment, special equipment (information and telecommunications, other computer equipment), access to information and search systems, reference and legal systems, electronic library systems, databases of current legislation, and other information resources that serve to present educational information to a large audience.

For conducting lecture -type classes, presentations and other educational and visual aids that provide thematic illustrations.

7.3.1. Sample questions for self-preparation for the test/exam

Questions for the exam

1. The essence and content of marketing in tourism
2. The concept and definition of a tourist product
3. Tourist enterprise – the main link in the implementation of the marketing concept
4. Objectives and main principles of conducting market research
5. Internal and external environment of the tourist enterprise
6. The tourism market and its main features. Classification of tourist markets
7. Life cycle of a tourist product
8. Competitive environment of a tourist enterprise
9. External and internal factors affecting consumers of tourist services
10. Signs of segmentation and main segments of the tourist market
11. Strategic planning procedure and principles of strategic marketing
12. The essence of international marketing in tourism
13. Forms of globalization in international tourism
14. The main types of marketing characteristic of international economic relations.
15. Three elements of a tourist product. The concept of "tourist package".
16. Tourism enterprises of primary and secondary services
17. The concept of marketing in tourism
18. Stages of studying the tourist market situation
19. Factors of stimulating the market in order to increase its capacity
20. Positioning of a tourist product. Three stages of positioning
21. Strategy in selected target markets
22. The essence of strategic marketing planning
23. Four approaches to strategic planning
24. Specific quantitative and qualitative marketing objectives of an international market entity
25. Main forms of association of global tourism corporations

7.3.2. Practical tasks in the discipline for independent preparation for the exam

Closed tasks

Task number Task	content	Competence
1.	Project strategy in management is: a) the desired performance result achieved as a result of successful implementation of the project under the specified conditions of its implementation; b) directions and basic principles of project implementation; c) profit generation; d) conditions for the implementation	PC-2
2.	SWOTanalysis as a method of decision-making at the strategic planning stage helps to identify internal and external factors by dividing them into four groups: categories: a) advantages, disadvantages, opportunities, threats; b) strengths, weaknesses, opportunities, threats; c) strengths, weaknesses, advantages, disadvantages. d) specifics, features, structure, weaknesses	PC-2
3.	Prime time is the time: a) a break between ads b) ads on a TV channel c) during which the radio station or TV channel gathers the maximum total audience.	PC-2
4.	Note the common features between the entrepreneur and the sales manager: a) the sales manager sees his sales area in the same way as the entrepreneur sees his company b) the desire to achieve maximum profit using his skills, knowledge and skills, taking into account the future c) the degree of risk acceptance.	PC-2
5.	Marketing research includes: a) systematic and objective identification, collection, analysis, dissemination and use of information to improve the effectiveness of identification and solution of marketing problems (opportunities); b) development of a sample plan and determination of the sample size for market research; c) dissemination and use of information to improve the effectiveness of identification and solution of marketing problems; d) obtaining a numerical estimate of the effectiveness of the analysis of marketing assessments of market conditions or respondents ' reactions to a particular event.	PC-3
6.	In marketing considers the following sources of information for conducting market research: a) information on markets and market conditions; b) information on methods and forms of international trade c) information from periodicals, as well as operational information received from suppliers, trading partners, customers, on recent events taking place in the market; d) primary and secondary information.	PC-3

7.	A method of collecting information, in which a certain group of people is periodically interviewed for a relatively long time regarding their attitude to a particular issue, is: a) an experiment; b) a survey; c) a panel method of research; d) observation.	PC-3
8.	What specific feature characterizes a tourist product: a) persistence B) consistency of qualities C) impalpability	PC-3
9.	Marketing of tourist territories belongs to the category: a) non-commercial marketing b) commercial marketing c) recreational marketing	PC-3
10.	Prime time is the time of: a) a break between ads b) ads on a TV channel c) in which the radio station or TV channel gathers the maximum total audience.	PC-3
11.	The market "window" consists of segments : a) in which the needs of customers are not satisfied with the goods available on the market b) for which the product of this company is the most suitable c) in which competition is very weak	PC-4
12.	The role of marketing in modern conditions is: a) in comprehensive market research b)in market analysis and satisfaction of needs through exchange c) in studying the needs of potential customers	PC-4
13.	What are the three qualities of a sales manager that are important for the client at the initial stage of interaction? a) specialized education, thorough knowledge of all the subtleties of the product, attractive appearance b) interest in the client's problems, competence, accuracy c) strategic thinking, enthusiasm, courage.	PC-4
14.	The main task of the sales manager's field of activity: a) analytics b) communication with the client. c) sales.	PC-4
15.	Note the common features between the entrepreneur and the sales manager: a) the sales manager sees his sales area in the same way as the entrepreneur sees his company b) the desire to achieve maximum profit using his opinions, knowledge and skills, taking into account the future c) the degree of risk acceptance.	PC-4

Open tasks

Task Number	Task content	Competence
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1.	A travel agency commissioned a marketing study. What stages does marketing research involve?	PC-2
2.	Please indicate the hotel specialists whose joint work is necessary for the results of the conducted marketing research to solve the problem of the hotel.	PC-2
3.	What is included in the concept of territory marketing complex?	PC-2
4.	What kind of marketing task does service expansion relate to?	PC-2
5.	What is the main goal of marketing?	PC-3
6.	Please explain which of the three management styles (authoritarian, democratic, and liberal) is most suitable for tour industry organizations?	PC-3
7.	Determine the set of functions of the tour company manager (strategic, expert and innovative, administrative, communication, social) depending on the stage of its life cycle, justify your choice.	PC-3
8.	Can you list the incentives that you would classify as economic, socio-psychological, or organizational?	PC-3
9.	Give examples of charismatic leaders you know, and try to explain the strengths and weaknesses of their power.	PC-3
10.	Administrative and legal methods. What can I fire an employee for? Documents required in the field of tourism.	PC-3
11.	How does the character, temperament, type of thinking of a person, type of activity affect stress tolerance?	PC-4
12.	Socio-psychological methods. How to achieve the maximum effect? How to encourage an employee of a travel company?	PC-4
13.	Economic management methods. What are their capabilities and limitations? Which of them are most effective in the field of tourism?	PC-4
14.	What do types of insurance in tourism include?	PC-4
15.	Main stages of selling the service.	PC-4