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Информация о владельце: МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ РОССИЙСКОЙ ФЕДЕРАЦИИ
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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

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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 | Marketing and branding of tourist destinations |
| 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 12.08.2020) |
|-------------------------------|--|

1. THE PURPOSE OF MASTERING THE DISCIPLINE

The purpose of mastering the discipline "Marketing and branding of tourist destinations" 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; approach to the perception 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 MAIN PROFESSIONAL EDUCATIONAL PROGRAM

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 Independent work including preparation of tests and term | |
| | | papers Total | Lectures | Practical exercises, including курсовое 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 внешнеэкономической 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 | of Hours | | | | | | |
|-------------------|--|-------------|---|----------------------|-----------------------------|------------------|-----------------------------|
| | Name of topic | Total hours | Contact work (according to study assignments) | | | independent work | Control of independent work |
| | | | Lectures | Laboratory exercises | Practical exercises classes | | |
| Semester 3 | | 117 | | | | | |
| Topic 1. | Tourist destination: methods and technologies of designing tourist activity objects (PC-2) | 21 | 2 | | 2 | 17 | |
| Topic 2. | Tourist and recreational potential of destinations (PC-2) | 18 | | | 2 | 16 | |
| Topic 3. | Region as a destination (AI-2.PC-2) | 20 | 2 | | 2 | 16 | |
| Topic 4. | Marketing of territories and territories destination promotion (PC-3) | 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-4) | 18 | 1 | | 1 | 16 | |
| Topic 6. | Branding of a tourist destination, its elements (PC-4) | 18 | 1 | | 1 | 16 | |

**6. FORMS OF CURRENT CONTROL AND INTERIM CERTIFICATION
ШКАЛЫ АССЕССМЕНТ ОФ ТНЕ АССЕССМЕНТ СКАЛЕ**

| 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 |
| Intermediate certification (Appendix 5) | | | |
| 3 semester (Ec) | Exam tickets (Appendix 5) | 2 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-2) Basic concepts and tourist destinations.</p> |
| <p>Topic 3. Region as a destination (AI-2. PC-2) Tourist regions as destinations. Classification.</p> |
| <p>Topic 4. Territory marketing and destination promotion (PC-3) 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-4) Consumers of tourist destinations.</p> |
| <p>Topic 6. Branding of a tourist destination, its elements (PC-4) 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-2) 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 (ID-2. PC-2) Regional marketing.</p> |
| <p>Topic 4. Territory marketing and destination promotion (PC-3) 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-4) Segments of the tourist destination market.</p> |
| <p>Topic 6. Branding of a tourist destination, its elements (PC-4) 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-2) Investing in attractions</p> |
| <p>Topic 3. Region as a destination (ID-2. PC-2) Conducting regional analysis</p> |
| <p>Topic 4. Territory marketing and destination promotion (PC-3) 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-4) Formation of consumers ' attitude to a tourist destination.</p> |
| <p>Topic 6. Branding of a tourist destination, its elements (PC-4) 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
materials are not placed

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
not provided

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. Voskolovich N. A. Marketing turistskikh uslug [Marketing of tourist services]. - Moscow: Yurayt Publ., 2023. - 242-Available at: <https://urait.ru/bcode/511464>
3. 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>
4. 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>
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. 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>
3. Kotler F., Bowen D. Marketing. Hospitality. Tourism [Electronic resource]:Textbook for university students. - Moscow: UNITY-DANA Publishing House, 2017. - 1071-Available at: <https://znanium.com/catalog/product/1028517>
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:

Garant reference and legal system . Agreement No. 58419 of 22 December, 2015. The license is valid for an unlimited period of time limit

Legal reference system time in the Consultant +Reference and Legal System . Contract No. 143/223-U / 2025 of 02.12.2025 License validity period until 31.12.2026

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 | The content of the task | Competence |
|-------------|--|------------|
| 1. | Marketing research is: 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 respondents' reactions to a particular event. | PC-2 |
| 2. | 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-2 |
| 3. | 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-2 |
| 4. | What specific feature characterizes a tourist product: a) persistence B) consistency of qualities C) impalpability | PC-2 |
| 5. | Marketing of tourist territories belongs to the category: a) non-commercial marketing b) commercial marketing c) recreational marketing | PC-2 |
| 6. | 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 |
| 7. | 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 | PC-3 |

| | | |
|-----|--|------|
| | c) in which competition is very weak | |
| 8. | 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-3 |
| 9. | 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-3 |
| 10. | The main task of the sales manager's field of activity: a) analytics b) communication with the client. c) sales. | PC-3 |
| 11. | 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 |
| 12. | A necessary condition for selling a new product / service: a) charismatic sales manager b) long-established relationship with the prospective client c) high awareness of the sales manager about the current market conditions. | PC-4 |
| 13. | When going to the first meeting with a potential client and having no information about the traditions of this company regarding the official clothing of employees and their appearance, the sales manager should dress up: a) in an expensive suit in a classic style and use flashy accessories in order to surely be remembered by partners b) in jeans and a dark-colored jumper c) in a not too new, but neat and ironed suit in a classic style. | PC-4 |
| 14. | Demo folder is necessary for the sales manager in the process of communication with the client for: a) unification of the approach of sales managers to the negotiation process b) links to various documents and materials that can be discussed during the conversation with the client c) promotion of their company in order to implement its strategic goals. | PC-4 |
| 15. | When comparing competitors, two factors are crucial: a) the ratio of price and quality of goods provided b) the ratio of price and quantity of services provided c) loyalty considerations. | PC-4 |

Open tasks

| Task Number | Task content | Competence |
|-------------|--|------------|
| 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-2 |
| 6. | List the main quantitative goals of marketing tourist territories. | PC-3 |
| 7. | List the main qualitative marketing goals for tourist territories. | PC-3 |
| 8. | What is the territory's image? | PC-3 |
| 9. | Who are the stakeholders (actors) of tourism territory marketing? | PC-3 |
| 10. | What marketing tools are available to promote your destination? | PC-3 |
| 11. | How does the media influence destination marketing? | PC-4 |
| 12. | What government agencies exist to promote destinations? | PC-4 |
| 13. | What achievements have been made in the main strategic marketing areas of the Sverdlovsk Region? | PC-4 |
| 14. | How is the concept of destination marketing implemented in Yekaterinburg? | PC-4 |
| 15. | What is inventory marketing? | PC-4 |