

**Санкт-Петербургский филиал федерального государственного
автономного образовательного учреждения высшего образования
"Национальный исследовательский университет
"Высшая школа экономики"**

Факультет Санкт-петербургская школа экономики и менеджмента
Департамент менеджмента

Рабочая программа дисциплины

«Стратегии в менеджменте: Стратегический менеджмент и маркетинг в индустрии
гостеприимства и туризме»

для образовательной программы «Экономика впечатлений: менеджмент в индустрии
гостеприимства и туризме»
направления подготовки 38.03.02 «Менеджмент»
уровень – магистратура, 1 курс

Разработчик(и) программы:

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Согласована начальником ОСУП

« ____ » _____ 2019 г.

_____ [подпись]

Утверждена Академическим советом образовательной программы

« ____ » _____ 2019 г., № протокола _____

Академический руководитель образовательной программы

_____ [подпись]

Санкт-Петербург, 2019

*Настоящая программа не может быть использована другими подразделениями
университета и другими вузами без разрешения кафедры-разработчика программы.*

Аннотация

Название дисциплины	Стратегический менеджмент и маркетинг в индустрии гостеприимства и туризме		
Образовательная программа	Экономика впечатлений: менеджмент в индустрии гостеприимства и туризме		
Тип дисциплины ¹	обязательный		
Требования к уровню знаний студентов, необходимых для освоения дисциплины (пререквизиты)	Уровень английского языка не ниже upper-intermediate		
Объем з.е.	5		
Объем в часах	Аудиторная работа	Самостоятельная работа	Всего
	56	136	192
Краткое описание курса	Курс разработан с целью дать представление магистрантам 1 курса вводную информацию об индустрии туризма, основные тенденции развития индустрии, базовую информацию проектного управления и основы маркетинга		
Образовательные результаты по дисциплине	Знание основных составляющих и особенностей развития и управления туризмом, умение проводить маркетинговый анализ рынка, использовать основные маркетинговые инструменты		
Краткое содержание дисциплины	Введение в туризм, влияние индустрии туризма, экономические индикаторы туризма, география туризма, основы управления проектами, основные определения маркетинга и концепции, сегментация и позиционирование, анализ маркетинговой среды, исследования рынка, маркетинговое планирование и стратегии, маркетинговые инструменты, брендинг и маркетинговые коммуникации		
Образовательные технологии	Метод проектов Исследовательский метод Работа в малых группах		
Формы контроля	Текущий контроль, защита проекта		
Литература	<p>Основная</p> <p>1. Kotler, Philip (2013). Market Your Way to Growth: 8 Ways to Win. John Wiley & Sons Incorporated: Chapter 2,3, 4 http://proxylibrary.hse.ru:2099/toc.aspx?bookid=51206</p> <p>2. Izushi, Hiro, Huggins, Robert (2011). Competition, Competitive Advantage, and Clusters: The Ideas of Michael Porter. Oxford University Press http://proxylibrary.hse.ru:2221/view/10.1093/acprof:oso/9780199578030.001.0001/acprof-9780199578030</p>		

Notes:

¹ Обязательный/по выбору

	<p>Дополнительная</p> <p>1. Менеджмент. Маркетинг. Лидерство. Лучшее за 2015 год. – Альпина Паблишер, 2017. Доступен в медиаресурсах НИУ ВШЭ.</p> <p>2. Котлер Ф. Маркетинг от А до Я. 80 концепций, которые должен знать каждый менеджер по маркетингу. – Альпина Паблишер, 2017. Доступен в медиаресурсах НИУ ВШЭ.</p> <p>3. Липсиц И.В. Маркетинг-менеджмент. Учебник и практикум для магистратуры и магистратуры. – Юрайт, 2018. Доступен в медиаресурсах НИУ ВШЭ</p> <p>4. Кирьянова, Л. Г. Маркетинг и брендинг туристских дестинаций: учебное пособие для магистратуры / Л. Г. Кирьянова. — М. : Издательство Юрайт, 2018. — 264 с. — (Серия: Университеты России). — ISBN 978-5-9916-9266-3.</p> <p>5. Sherlekar, S. A. and Virendra Sharad (2010). Global Marketing Management: (Under Value-based Integrated Customerised Approach). Himalaya Pub. House http://site.ebrary.com/lib/hselibrary/detail.action?docID=10416140</p>
Преподаватель	Шокола Я.В., Воробьев П.Ф.

Course Syllabus

Title of the course	Strategies in management: Strategic Management and Marketing in hospitality and tourism		
Title of the Academic Programme	Cultural and Event Tourism Management		
Type of the course	obligatory		
Prerequisites	none		
ECTS workload	5 ECTs		
Total indicative study hours	Directed Study	Self-directed study	Total
	56	136	192
Course Overview	The course is designed to provide first year undergraduates with an introduction to the tourism industry, major industry development trends, basic project management information and marketing fundamentals.		
Intended Learning Outcomes (ILO)	Knowledge of the main components and characteristics of the development and management of tourism, the ability to conduct marketing analysis of the market, use the basic marketing tools.		
Teaching and Learning Methods	Project Method		

	Research Method Work in small groups				
Content and Structure of the Course					
№	Topic / Course Chapter	Total	Directed Study		Self-directed Study
			Lectures	Tutorials	
1.	Introduction into tourism	16	2	2	12
2.	Impact of tourism industry	16	2	4	14
3.	Economic indicators of tourism	16	1	4	12
4.	Geography of tourism. Top destinations	16	1	3	12
5.	Introduction into project management	16	2	3	12
6.	Main marketing definitions and concepts. STP	16	1	3	10
7.	Marketing environment	16	1	3	10
8.	Market Research	28	2	6	18
9.	Marketing planning and strategies	16	1	3	12
10.	Marketing tools	20	2	6	12
11.	Marketing communication and branding	16	1	3	12
Total study hours		192	16	40	134
Indicative Assessment Methods and Strategy		Final assessment: 60% project assessment + 40% intermediate assessment Project assessment: group project presentation at the end of the course Intermediate assessment: Written task (20%) Class activities (20%), including case studies, teamwork results, assignments, presentations.			
Readings / Indicative Learning Resources		<u>Mandatory</u> 1. Kotler, Philip (2013). Market Your Way to Growth: 8 Ways to Win. John Wiley & Sons Incorporated: Chapter 2,3, 4 http://proxylibrary.hse.ru:2099/toc.aspx?bookid=51206 2. Izushi, Hiro, Huggins, Robert (2011). Competition, Competitive Advantage, and Clusters: The Ideas of Michael Porter. Oxford University Press http://proxylibrary.hse.ru:2221/view/10.1093/acprof:oso/9780199578030.001.0001/acprof-9780199578030 <u>Optional</u> 1. Менеджмент. Маркетинг. Лидерство. Лучшее за 2015 год. – Альпина Паблишер, 2017. Доступен в медиаресурсах НИУ ВШЭ. 2. Котлер Ф. Маркетинг от А до Я. 80 концепций, которые должен знать каждый менеджер по маркетингу. – Альпина Паблишер, 2017. Доступен в медиаресурсах НИУ ВШЭ.			

	<p>3. Липсиц И.В. Маркетинг-менеджмент. Учебник и практикум для магистратуры и магистратуры. – Юрайт, 2018. Доступен в медиаресурсах НИУ ВШЭ</p> <p>4. Кирьянова, Л. Г. Маркетинг и брендинг туристских дестинаций: учебное пособие для магистратуры / Л. Г. Кирьянова. — М. : Издательство Юрайт, 2018. — 264 с. — (Серия: Университеты России). — ISBN 978-5-9916-9266-3.</p> <p>5. Sherlekar, S. A. and Virendra Sharad (2010). Global Marketing Management: (Under Value-based Integrated Customerised Approach). Himalaya Pub. House http://site.ebrary.com/lib/hselibrary/detail.action?docID=1041614</p>		
Indicative Self- Study Strategies	Type	+/-	Hours
	Reading for seminars / tutorials (lecture materials, mandatory and optional resources)	+	30
	Assignments for seminars / tutorials / labs	+	12
	E-learning / distance learning (MOOC / LMS)	-	-
	Fieldwork	+	10
	Project work	+	60
	Other (please specify)	-	-
	Preparation for the exam	+	20
Academic Support for the Course	Academic support for the course is provided via LMS, where students can find: guidelines and recommendations for doing the course; guidelines and recommendations for self-study; samples of assessment materials		
Facilities, Equipment and Software	(If required)		
Course Instructor	Yana Shokola, yshokola@hse.ru, Pavel Vorobev, pvorobev@hse.ru		

Course Content

1. Introduction into tourism.

Tourism industry: components of tourism product, classification of types of tourism, main stakeholders. Tour operators and travel agencies.

2. Impact of tourism industry.

Tourism and GDP, role of tourism, 4 A's of tourism. Economic, social, ecological impact of tourism.

3. Economic indicators of tourism

Multiplier effect. Direct Travel and Tourism GDP, part of global employment, visitor exports, investment. Direct, indirect, induces contribution Travel and Tourism.

4. Geography of tourism.

Top destinations. Tourism leaders of inbound and outbound tourism. Reasons and consequences.

5. Introduction into project management.

Types of projects. Main functions of managements. Process of project managements, components, elements, main steps.

6. Main Marketing Definitions and Concepts. STP

Strategic marketing in the hospitality and tourism industry. Consumer behavior. Features of the hospitality and tourism market. B2B and B2C markets. Model Abel. Comparative analysis matrices. Types of segmentation. Lifestyle consumer. BCG, GE, McKinsey, MABA.

7. Marketing Environment

External and internal marketing environment. Macro and microenvironment of international marketing. The political and legal environment, their role in international marketing. PEST / PESTEL analysis tools, Porter's 5 forces and their modification in international marketing.

8. Market Research

The process of choosing a foreign market and the direction of marketing research. Types of marketing research. Sources of information for international marketing activities. Features of the collection of primary data in the markets.

9. Marketing Planning and Strategies

Strategic marketing planning. SWOT / TOWS analysis. Model Ansoff. Strategic hours. Strategies and forms of market penetration. Strategy development process. Mission-vision-goals. Marketing planning The structure of the marketing plan.

10. Marketing Tools

Marketing mix. Pricing methods and price decision factors. Types of pricing policy. Features of the organization of distribution in the tourism sector. Factors affecting the choice of distribution channel in marketing. Features of promotion in the tourism sector.

11. Marketing Communications and Branding

The structure and characteristics of the communicative complex in international marketing. AIDA model. Sales funnel. Sales promotion, PR and direct marketing marketing. Making decisions in advertising.

Assessment Methods and Criteria

Assessment Methods

Types of Assessment	Forms of Assessment	Modules			
		1	2	3	4
Formative Assessment	Test	*	*		
	Essay				
	Report/Presentation	*	*		
	Project		*		
	In-class Participation	*	*		

	Other (write appropriate control forms for the course)				
Summative Assessment	Exam		*		

Assessment Criteria

In-class Participation

Grades	Assessment Criteria
«Excellent» (8-10)	A critical analysis which demonstrates original thinking and shows strong evidence of preparatory research and broad background knowledge.
«Good» (6-7)	Shows strong evidence of preparatory research and broad background knowledge. Excellent oral expression.
«Satisfactory» (4-5)	Satisfactory overall, showing a fair knowledge of the topic, a reasonable standard of expression. Some hesitation in answering follow-up questions and/or gives incomplete or partly irrelevant answers.
«Fail» (0-2)	Limited evidence of relevant knowledge and an attempt to address the topic. Unable to offer relevant information or opinion in answer to follow-up questions.

Project Work

Grades	Assessment Criteria
«Excellent» (8-10)	A well-structured, analytical presentation of project work. Shows strong evidence and broad background knowledge. In a group presentation all members contribute equally and each contribution builds on the previous one clearly; Answers to follow-up questions reveal a good range and depth of knowledge beyond that covered in the presentation and show confidence in discussion.
«Good» (6-7)	Clearly organized analysis, showing evidence of a good overall knowledge of the topic. The presenter of the project work highlights key points and responds to follow up questions appropriately. In group presentations there is evidence that the group has met to discuss the topic and is presenting the results of that discussion, in an order previously agreed.
«Satisfactory» (4-5)	Takes a very basic approach to the topic, using broadly appropriate material but lacking focus. The presentation of project work is largely unstructured, and some points are irrelevant to the topic. Knowledge of the topic is limited and there may be evidence of basic misunderstanding. In a group presentation, most of the work is done by one or two students and the individual contributions do not add up.
«Fail» (0-2)	Fails to demonstrate any appropriate knowledge.

Written Assignments (Essay, Test/Quiz, Written Exam, etc.)

Grades	Assessment Criteria
«Excellent» (8-10)	Has a clear argument, which addresses the topic and responds effectively to all aspects of the task. Fully satisfies all the requirements of the task; rare minor errors occur;
«Good» (6-7)	Responds to most aspects of the topic with a clear, explicit argument. Covers the requirements of the task; may produce occasional errors.

«Satisfactory» (4-5)	Generally addresses the task; the format may be inappropriate in places; display little evidence of (depending on the assignment): independent thought and critical judgement include a partial superficial coverage of the key issues, lack critical analysis, may make frequent errors.
«Fail» (0-2)	Fails to demonstrate any appropriate knowledge.

Recommendations for students about organization of self-study

Self-study is organized in order to:

- Systemize theoretical knowledge received at lectures;
- Extending theoretical knowledge;
- Learn how to use legal, regulatory, referential information and professional literature;
- Development of cognitive and soft skills: creativity and self-sufficiency;
- Enhancing critical thinking and personal development skills;
- Development of research skills;
- Obtaining skills of efficient independent professional activities.

Self-study, which is not included into a course syllabus, but aimed at extending knowledge about the subject, is up to the student's own initiative. A teacher recommends relevant resources for self-study, defines relevant methods for self-study and demonstrates students' past experiences. Tasks for self-study and its content can vary depending on individual characteristics of a student. Self-study can be arranged individually or in groups both offline and online depending on the objectives, topics and difficulty degree. Assessment of self-study is made in the framework of teaching load for seminars or tests.

In order to show the outcomes of self-study it is recommended:

- Make a plan for 3-5 presentation which will include topic, how the self-study was organized, main conclusions and suggestions and its rationale and importance.
- Supply the presentation with illustrations. It should be defined by an actual task of the teacher.

Recommendations for essay

An essay is a written self-study on a topic offered by the teacher or by the student him/herself approved by teacher. The topic for essay includes development of skills for critical thinking and written argumentation of ideas. An essay should include clear statement of a research problem; include an analysis of the problem by using concepts and analytical tools within the subject that generalize the point of view of the author.

Essay structure:

1. *Introduction and formulation of a research question.*
2. *Body of the essay* and theoretical foundation of selected problem and argumentation of a research question.
3. *Conclusion* and argumentative summary about the research question and possibilities for further use or development.

Special conditions for organization of learning process for students with special needs

The following types of comprehension of learning information (including e-learning and distance learning) can be offered to students with disabilities (by their written request) in accordance with their individual psychophysical characteristics:

1. *for persons with vision disorders:* a printed text in enlarged font; an electronic document; audios (transferring of learning materials into the audio); an individual advising with an assistance of a sign language interpreter; individual assignments and advising.
2. *for persons with hearing disorders:* a printed text; an electronic document; video materials with subtitles; an individual advising with an assistance of a sign language interpreter; individual assignments and advising.
3. *for persons with muscle-skeleton disorders:* a printed text; an electronic document; audios; individual assignments and advising.