

Annotation

International Tourist Business (ITB) 114 workload hours, 48 contact hours

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The course “International Tourist Business” is designed for students of the Master Program “Experience Economy: Hospitality and Tourism Management”

The main goal of this course is to form the competencies in the field of the global market structures research, doing international business in the tourism and hospitality industry, the theoretical and practical knowledge and skills in the application of its basic principles, the opposition to the national business challenges of the global economy, the use of the business-technologies and instruments of the international traveling and tourism, the scope of a cooperation between the companies and government agencies for effective on the foreign markets and functioning there.

The course contains four sections: (1) overview of the international travel and tourism industry, basic approaches to the study of ITB, traveler terminology for the international tourism, (2) world centers of the international travel and tourism industry, **current trends and prospects**, new look at the future of international travel and ITB, (3) international cooperation in the travel and tourism, the role of the international organizations (world, national, regional and other) in the international travel and tourist business development, information on visas, ethics and government policy impacts (inc. the foreign trade policy and support), (4) the new forms of international travel and accommodations, new business technologies and business models of the international tourism, profiles of travel industry leaders, SME for international travel and tourism,

The course provides a combination of lectures, seminars, discussion of scientific papers and etc, statistical data analysis, design work and group presentations.