Name of the discipline (module)	Marketing Tourism
Code and name of the specialty	1-89 02 01-02 Sports and Tourist Activity (management in tourism)
Course	1-3
Semester	2-6
The number of academic hours of the discipline (module): Lectures Seminars Practicals Laboratory practicals	434 80 80 34 0
The form of control	Credit (3), exam (5,6)
The number of credits	11

The content of the discipline

Milestones in the history of the emergence and development of entrepreneurship and business law, modern trends in marketing of tourism enterprises, the content and direction of marketing research, features of formation of marketing strategies, legal forms of entrepreneurial activity, peculiarities of legal regulation of small business, issues related to the responsibility of the entrepreneur for implementation of business activity, taxation of the entrepreneur state control over entrepreneurial activity, protection and protection of the rights and interests of entrepreneurs, the resolution of disputes arising from business activities.

Content of academic discipline outlined in the following sections:

Section 1. Introduction to marketing tourism.

Section 2. Marketing research – the basis of determining the market opportunities for the company.

Section 3. Formation of marketing strategies

Section 4. Entrepreneurship in tourism and its types.

Section 5. Legal basis for entrepreneurial activities in the Republic of Belarus.

Section 6. The economic basis of tourism organizations.

Section 7. Promotion of the tourism product.