



UMEÅ SCHOOL OF BUSINESS  
AND ECONOMICS  
UMEÅ UNIVERSITY

To whom it may concern,

This is to certify that Dr. Ivan Monich has given a guest lecture in the Strategic Marketing Master class. The topic of Dr Monich's lecture was "Cross-border tourism in the far east. Development of the destinations in Russia and China". The students appreciated the examples he presented and his deep insights about the factor affecting the development of the tourism industry.

Umeå, 2017-09-21

A handwritten signature in blue ink, appearing to read 'Peter Hultén'.

Peter Hultén, Docent