

ABSTRACT

Theme of final qualifying work: Analysis, using, and development of innovative forms of marketing tourism enterprises (on the example of the travel agency "Light", Pyatigorsk).

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Information about customer organization: Marketing activities of the company is important for theoretical and practical consideration in the conditions of market competition. A lot of companies in the system of market relations can't function without internal and external marketing, and so its importance is increasing every year more. This is because the needs of the people is changing and companies are forced to make extra efforts to study consumers and market situations, and this should be done better than competitors, keeping up with modern progress in science, technology, social processes.

However, you must remember that innovations must meet the needs and preferences of potential customers for the successful functioning of the enterprise, including tourism. Therefore, increasing the need for innovative forms of marketing activities for the quality to meet customer demand. The development of new forms of marketing and their introduction into the work of the enterprise is a key element that will increase the customer base and ensure a consistently high revenues.

The aim of work is defined in accordance with its title and assumptions of relevance. It consists in the development and implementation of innovative forms of marketing activities of tourism enterprises on the example of the marketing activities of the travel Agency "light" in Pyatigorsk.

According to the aim, the following scientific problems are suggested:

- to study concepts, aims, tasks and forms of marketing of tourism enterprises;
- to conduct a critical analysis of traditional forms of marketing in the tourism industry;
- to identify innovative forms of marketing for tourist enterprises;
- to describe the activities of the travel Agency "light" Pyatigorsk;
- to analyze used forms of marketing activities of travel agencies;
- to develop innovative forms of marketing for the travel agency, and make recommendations for their implementation.

The theoretical significance. The value of the study lies in the possibility of using the results for learning and practical development of the innovative forms of marketing tourism enterprises. Also, for methodological purposes.

The practical significance of the work lies in the possibility of using the results of the study for:

- Heads of the travel agency "Light" in Pyatigorsk ;
- Employees of the enterprise;
- The other hotels in the development of their innovative marketing activities for various stages and periods of activity.

Results of the study. To achieve the goal of final qualifying work carried out theoretical generalization accumulated and published material. Moreover, in the second chapter of the work:

- the characteristic of the activities of the travel agency "Light",
- analyzed system can be used for marketing activities of travel agencies,
- identified gaps in marketing,
- developed innovative marketing programs for tourism enterprises
- developed recommendations for the implementation of innovative programs.

Recommendations for the implementation of the innovative marketing programs of the travel Agency "Light" in Pyatigorsk are given in the following areas:

1. Determination of target segments.
2. Positioning of products and services of travel agencies.
3. Clarify the goals and objectives developed innovative programs.
4. The maximum coverage of the programs in the media.
5. Familiarity of potential buyers with the existing range of tourism product.
6. Evaluating the effectiveness of advertising campaigns.
7. Transition to the next level aims and a new advertising campaign.
8. Evaluating the effectiveness of marketing activities.
9. Transition to the next level aims and new innovative forms.