

Graduation Qualifying Thesis:

«Differentiated offer of tourist programs to the budget potential customers»

Author of the Thesis:

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Topicality of the research:

Is the need for regular review of the tourist market segmentation to identify new approaches to meet the potential needs of tourists as well as the study of little-known, but with an undeniable interest in places and directions in order to create their own programs on the basis of differentiated material possibilities of future consumers

Objective:

It's to develop differentiated tourist programs to the budget of potential consumers.

Tasks:

- to explore the concept of "tourism program" and determine its social and cultural significance;
- to identify the principles of segmentation of consumers of tourist products and their main characteristics;
- to determine the specificity of the localization of the tourist regions of the world programs;
- to evaluate of Brazil the possibility of the formation of differentiated tourist programs;
- choose the route and create a differentiated program of informative tour in Brazil;
- develop tourist documentation and calculate the cost of the tour.

Theoretical and practical significance of the research:

Theoretical and practical significance of final qualifying work is to justify the author differentiated tourism programs as an effective way to meet the diverse needs of potential tourists, as a way to expand the market of tourist services, as a condition of travel agencies competent marketing policy.

Results of the research:

In the first chapter of graduate study, we examined the theoretical foundations of the concept of "tourism program" and analyzed the main elements of its formation. The result revealed the principles of segmentation of tourism product consumers to identify the specificity of localization of the tourist regions of the world programs.

In the second chapter we assessed the tourism opportunities in Brazil for the formation of differentiated tourist programs and developed a program of

informative tour in Brazil with exactly the same objects and activities for visiting tourists. However, a program is designed for VIP travelers with high material prosperity, and the other economy class more than the budget. Completely new in this project is that these programs tours are quite similar in content and sites visited, but their value is significantly different among themselves.

Their main value is that they are equally caters to the needs and motivations of tourists on the same tour program, regardless of the material segment of consumers.

Recommendations:

Based on the analysis, we can see that the tourist programs in the world, mainly differentiated by popularity thematic areas, age and economic segments of consumers. However, more rarely differentiate identical tourist programs on the basis of any segment.

In this way, it must be concluded that well-composed differentiated programs allow tourists, regardless of their financial means, go to the identical educational tours and get a lot of unforgettable emotions. In our opinion, these programs are necessary and important for the tourist business.