

SUMMARY

Subject matter of the dissertation: Optimization of the formation and promotion of tourist products (on the example of tour company «Summer»).

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Customer organization: tour company «Summer».

Topicality of the research: The tourist market can be defined as a development area of socio-economic relations between producers and consumers of tourism products, bringing together supply and demand to ensure the process of its purchase and sale. The market will function effectively only if the following conditions are met: free competition, in which all market participants seek to achieve its objectives, the availability of basic rules in the field of quality and safety of products and services, the possibility of free choice of the consumer. Increasing competition in the tourism market forces companies to focus efforts, not only winning, but also hold a certain market share. In this connection special importance is the problem of the formation and promotion of tourist products.

Objective of the research: consider the system of formation and promotion of tourist products and to identify ways to optimize it, and to determine the role of intercultural communication in the organization of international tourism.

Tasks:

- to consider the specific characteristics of tourism products and its development;
- to explore methods and technologies of promotion of tourist products;
- to examine and analyze the activity of travel company "Summer";
- to identify ways to optimize the system of formation and promotion of tourism products of the firm;
- to characterize the cross-cultural communication in the organization of international tourism;

- to consider intercultural competence as the basis of a successful operation of the specialist of service and tourism.

Theoretical and practical significance of the research: consists of emphasis on the problems of the formation and promotion of tourist product, in the development and deepening of the research methodology, harmonization of different scientific approaches and the ability to use the proposed recommendations in practice activity of tour company "Summer." This, in our opinion, will improve the efficiency of activities of the company and to create favorable conditions to ensure its competitiveness.

Results of the research: In the theoretical part of the work we have found that the modern tourist market is seen as a system consisting of objects and subjects. The main actors of the tourist market are a tourist, tour operator, travel agent and contractor. The main result of the activities of company in the tourism industry is the tourist product, which is the object of the tourist industry. Tourist product - a set of services for accommodation and transport provided for the total cost of the contract of sale of the tourist product. The development and implementation of tourism products to the consumer includes four phases: a study of the market, supply and demand, the development of the tour program, its price and economic study, experimental evaluation of the developed tourist products and services, the introduction of tourism products, the formation of the system of production management and marketing of new tourist products. There are various methods of promotion of tourist product. In tourism are widely used such funds to stimulate demand as advertising, personal selling, sales promotion and publicity. To implement a successful tourist activity specialist service and tourism need to speak a foreign language and have intercultural communication skills.

Recommendations: After research of the formation and promotion of tourism products in the travel agency "Summer", we proposed the following recommendations: activity firms is quite high, but still for even more of its development it would be better to increase the workforce; the introduction of discount cards; affiliate programs Cross - promotion - mutual promotion services

companies; much attention should be paid to the image of advertising: to maintain an elegant and concise style house, flags, logos; place the advertising module in one of the tourist magazines. These recommendations will help to attract more customers and improve the performance of the travel agency "Summer". Also in the final qualifying work we have proposed a list of tour terms necessary for a successful tourist activity.