

SUMMARY

Subject matter of the dissertation is promoting tourists products and tour packages with the help of the Public Relations (as example, travel company “Leto”)

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Topicality of the research. In today’s modern world public opinion plays an important role. Thanks to the rapid development of global communication technologies different social and business organizations are interested in accounting existing trends and create a favourable public opinion for themselves. In modern society, is made by a special structure, known as PR. Purpose of PR - services is to develop a communications strategy to produce relevant information and send it to the public in order to encourage it to act a certain way.

In the process of internal and external communications image of a travel company is formed in people’s mind or in total public perception, it may occur spontaneously or intentionally. Travel Agency, which try to achieve success and win the competition, pays great attention to the activities of PR, which strategy is aimed at creating and maintaining a positive image about your company and its products. Public Relations in tourist company aims to establish a harmonious relationship through communication between the organization and social environment. The ultimate function of Public Relations is the optimization of sales and keeping a profitable business.

Public Relations, as an effective way of promotion, is relatively recent in our country, and it immediately gained respect and attention through companies. While examining this area, we found an apparent contradiction between the existence of a large "reservoir" of practical and theoretical experience in the field of Public Relations and the ability to use effectively accumulated theoretical and practical material in the activity of Public Relations of tourism firms. Based on the foregoing, we conclude that the subject of this study is actual.

Objective is to analyze Public Relations as a tool for travel company “Leto” to promote its tourist products.

Tasks of the dissertation are:

- to analyze the specifics of public relations in tourism;
- to explore how technologies of PR can promote tourist products;
- to review the main characteristics of the PR-activity in the travel company “Leto”;
- to analyse PR-activity in the travel company “Leto”;
- to develop guidelines to improve PR-activities in the travel company "Leto";
- to create a PR-campaign to promote tour packages and products of the travel company “Leto”.

Theoretical significance consists in the fact that main key points of this dissertation can be used by managers of travel companies in order to improve the efficiency of external and internal communications, as well as for those who study the functioning of Public Relations. As for the **practical significance of the research**, we can underline that the results of our research can be used as a practical manual for tourism enterprises, as well as for anyone who is interested in technology of Public Relations as a creative promotion of business.

Results of the research. During our research we came to the conclusion that PR is a phenomenon of the XX - XXI centuries. Nowadays people pay more attention to a positive public opinion based on their own feelings and intuition when it comes to choosing among brands and products, therefore the market today have a new tool to stimulate sales and keep the company afloat - Public Relations.

We have also examined the following functions of the Public Relations in the sphere of tourism:

- establishing trust relationships between different groups of people and organizations;
- preparation and publication of information materials for internal and external public;
- organization of publications, films, photographs, multimedia programs, together with experts on these issues;
- organization of press-conferences, exhibitions, demonstrations, commemorative meetings and awards;
- research and evaluation procedures associated with the ability to collect information in various ways, including working with sources, interviews and informal conversations, using the special features of public opinion research.

We have also detected that Public Relations in the sphere of tourism operates in three areas: international, national and intrasectoral. In the tourism sector an important role plays an informative function of Public Relations. Public Relations of the world’s tourism is differ in scale and high technological effectiveness. In the world’s tourism are known famous tourism PR-actions for various countries with the help of which the positive image of different resorts was created and maintained for years.

As for Russian tourist market, there is a lack of well thought-out PR-campaigns both for specific tour destinations and for the country in whole. It is evident that Russia's image must not only be built but also and maintained and promoted and that should become a priority in the state policy. It is important to do everything possible so that every foreign tourist visiting Russia leave it with a desire to return.

We also analyzed the activity of the travel company “Leto”, focusing on its organization of Public Relations. We found that “Leto” is a well-established travel company and it is well-known through citizens, but now company don't pay much attention to the creating of its image, that's why lacks in customers and profits.

Recommendations. In the result of our research we've offered the following recommendations for «Leto»:

- to develop a loyal attitude of the target public in order to create an obvious interest in buying tourist products and tour packages in travel company “Leto”;
- to identify a competitive product (in this case, educational programs and cognitive tourism) and promote it as an exclusive product in our region;
- to develop an effective PR-policy with the help of 3 main and most efficient tools of Public Relations: various kinds of media, social networks (comments, forums, blogs), sponsorship (promotion of tourist products through direct participation in the important events of the city and region)
- to create and organize the efficient and large-scale PR-campaign with following purposes:
 - a) attraction the target audience for cooperation;
 - b) informing citizens about an activity of the travel company “Leto”;
 - c) involvement in the important events of the city and the region;
 - d) acquisition of social importance.