

## SUMMARY

**Theme:**

«Network PR and online advertising  
in the promotion of the image of tour operator  
(on the example of activity of company OOO "RosT")»

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Pages 66, bibliographic titles 69.

Keywords: online PR, network image, the image of a commercial organization, effective functioning of the organization.

**Relevance of the research issue** is determined the fact that for tourism organisations in tough competition today it is essential to maintain the attractiveness and individuality. In the public consciousness all the more fixed idea of the image of the company as of a certain value, this depends on the success of the activities. So, the tourism company must have a positive image with a reputation for objective and reliable sources of information, or at least to strive for it. Unfortunately, questions of image of the Russian and especially the regional network of the media are little studied, because they need to pay special attention. The problem in creating a positive image of the company that the perception of the object public is often different from the perception of the object itself. This problem is particularly relevant in the domestic business community. Today it is obvious that the success of the organization mainly depends on the quality of interaction with the public. An increasing number of entrepreneurs have come to the conclusion that the company is relying on a strong team, which consists of adherents, developing more dynamically, becoming more competitive and makes a significant contribution to society's life.

**The purpose of the research** is technology to promote network PR and online advertising in the promotion of company's image.

**Research objectives:**

- to study the specifics of creating a virtual image of a commercial organization;
- to identify features of network PR and online advertising as variant of promoting tourism services;

- to analyze the organizational-legal and financial status of tour operator "RosT" as factors of formation of image of a travel company OOO "Rost";

- to develop a project on network PR, online advertising and related offline methods of promotion in the firm OOO "RosT", to make proposals and recommendations.

**The results of the research.** The formation of the company image, designing publicity its leadership, making activities socially significant sense, all this belongs to the tasks of PR. A significant number of PR-campaigns are held in order to create a positive image of the object. However, taking into account the work done in creating a network of PR and online advertising, we have developed a technology to promote network PR and online advertising in the promotion of company's image. We believe that the implementation of the proposed program to improve the corporate image of the network with almost guaranteed probability is expected to increase sales because it will increase the visibility and reputation of the company and it will also increase the volume of services purchased.