

ABSTRACT OF A THESIS

Theme of the qualifying work: Improving marketing sales strategy of the hotel enterprise (the example of the travel agency «Leto» Pyatigorsk)

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Information about the contracting authority: travel agency «Leto» Pyatigorsk.

Actuality of the work. The struggle for survival and expansion of the business becomes the current concern for the majority of the objects of tourism infrastructure. The transition to a market economy requires new solutions and targets, associated with the formation of enterprises competitive advantages of tourism industry, as well as the development of new organizational forms and relationships, the introduction of innovative services. This fact, as well as the weak theoretical conceived and determine the choice of research topic «Improving marketing sales strategy of the hotel enterprise».

The goal of the work: to analyze system of marketing sales strategy of touristic enterprise and to propose ways to improve it.

The tasks:

- to analyze the marketing sales strategy of the touristic enterprise;
- to analyze sales promotions in the complex marketing communications of the firm;
- to analyze the typical touristic channels of product sales;
- to track selection an intermediaries for the selling of touristic products;
- to familiarize with the organizational and legal forms of work with intermediaries and consumers of tourist products;
- to track process optimization of promoting and sales of the firm through effective marketing strategy of the enterprise;
- to describe the activities of the travel agency «Leto»;
- to familiarize with marketing activities in the travel agency «Leto»;
- to propose measures to improve marketing activities in the travel agency «Summer».

Theoretical value of the work. This research extends the existing concerns about the marketing strategy of the enterprise, it contains a number of important ideas on the development and use of marketing strategy as a means to regulate and improve the functioning of tourism enterprises in the market conditions of today.

Practical value of the work. The results can be effectively used in the activity of the enterprises of sphere of service. The work can be used as a

handbook for employees of the tourism industry, as well as provide some interest for researchers dealing with the problem of marketing and management of tourism industry.

Results of the research. For the improving the marketing sales strategy of the hotel enterprise have been developed measures to eliminate the above drawbacks:

- program for the estimation of professional level of managers;
- development of training and training for managers;
- introduction of additional discounts, promotions and special offers to customers of «Leto».

Recommendations. Use advanced techniques to attract customers. For example, a flexible system of discounts, online marketing, the use of handouts (business cards, souvenirs, CD's, etc.), participation in exhibitions and fairs, advertising in the media.