

ABSTRACT

The research theme: Fam-tours in the marketing system of tour operator companies and their usage for the purposes of promoting new destinations.

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Customer organization information: Tourist company «Ladya» in Pyatigorsk.

The relevance of the research theme: Despite the fact that tourism sector in Russia and in the whole world is going through a lot, which caused by the consequences of the new virus of COVID-19, everyone believes that the time of «prohibitions» and limitations will pass. Tourism industry all over the world is losing very big amount of incomings and that's why it is important, as fast as possible, to «open» the borders and make different directions inside the country available. The customers will need to be offered a product that they will need.

Therefore, it became important preparing tour agents for selling products with the most efficient way. It can be done with the help of fam-tours, which are arranged by tour operators in purpose to introduce conditions of tours to tour agents. It has been a long time of using this marketing instrument by tour operators and its importance is hard to be overrated.

There are other problems which are described in different publications, but it is important to sum up this information, to define ways of solving the problems and to offer relevant recommendations. All of this forms the basis of the aims of the final qualification work and defines the relevance of its theme.

The aim of research is to actualize the role of fam-tours in the marketing system of tour operators and to create recommendations for enhancing efficiency of organizing these tours and their usage to promote new tourism directions in the Northern Caucasus Federal Area (including specific conditions of leaving global pandemic, which has begun in the end of 2019).

Research problems follow from the stated aim and are as follows:

- to define the essence, aims, problems of fam-tours and their features in modern tour operating system.
- to analyze the role of the modern fam-tours in the marketing system of tour companies.
- to rate the potential of organizing fam-tours in the Northern Caucasus Federal area.
- to develop directions of fam-tours in the Northern Caucasus Federal Area for marketing promotion of the destination.

The theoretical and practical significance of the research includes using the results of it in the basis for further theoretical development of the topic for various segments of customers with the development of tour programs and justification of the price and demand for the product. The considered prospects and author's proposals can be used by tour operators of the Northern Caucasus Federal Area, as in the work there are foundations for the development of new tours in this area. Moreover, the materials of this research can be used in the process of teaching disciplines that reveal the problems of running the modern tourism industry.

The results of the research. The research may help tour companies, which run fam-tours to concretize aims and problems of appropriate activity, and also the structure of fam-tours to make them more efficient.

Recommendations. They follow from author's developing new directions to implement fam-tours in the North Caucasus Federal Area and include the following points:

1. It is important to pay attention to problems and perspectives of marketing usage of fam-tours in the practice of tour companies.
2. It is necessary to develop fam-tours on growing resorts of the North Caucasus Federal Area.