

SUMMARY

Graduation qualification work on the topic:
"Increasing the effectiveness of the
application of social PR technologies
in the small business"

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Relevance of the research topic. The study of the role of social PR technologies in the development and improvement of business efficiency is due at the moment to a number of circumstances: first, in the last decade, the transformation of social values has become more and more evident, which, in essence, is the result of the formation of a new ideology aimed at the formation of civil society with inherent in his priorities for the construction of socio-economic reality; secondly, the paradigm shift in the concept of sustainable enterprise development, caused by the global economic recession, tightening competition in the world and domestic markets requires organizations to search for new competitive advantages related to the company's reputation potential; finally, dynamically changing business environment conditions require companies to take into account the expectations and interests of all stakeholders (state, public and political organizations, partners and distributors, competitors) in their work on designing development trajectory, which can provide a significant socio-economic impact to the state, society and entrepreneurship at their partner mutually beneficial cooperation.

The purpose of the work is a comprehensive analysis of the specifics of the application of social PR-technologies in the sphere of small business.

Achieving this goal involves setting and solving the following **tasks**:

1. Identify the benefits of applying social PR-technologies as a factor in ensuring the competitiveness of the company;
2. Systematize the key foundations and ways of representing social PR in domestic and Western practice;
3. Describe the current policy of promoting the travel agency "Глобус Туриста";
4. Propose a set of recommendations on incrementing the reputational assets of the regional tourist agency "Глобус Туриста" with resources of social PR.

Results of the study. If the travel agencies have the same range of proposals, marketing bonuses, quality of service, the possibility of non-promotional promotion of their services in social networks, the players of the tourism market are forced to look for non-standard forms of positioning and promotion. That is why we chose social PR as a conceptual solution for optimizing the strategy for promoting the travel agency "Глобус Туриста".

In particular, we offer the following: attraction of agency staff in the participation of socially significant events at the regional and municipal level, charitable activities, cooperation with charitable foundations, the introduction of venture philanthropy, and volunteer practices for preserving the cultural and historical heritage of the region.

Key words: social PR, promotion strategies.