SUMMARY

The theme of the given work is Application of technologies of PR and marketing in tourism industry as a way to promote the region of Caucasian Mineral Waters (on the example of the activity of the Ministry of resorts and tourism of the Stavropol territory)

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Relevance of the research issue: The relevance of the topic is due to the dynamic development of the market of tourist services. Currently tourism is a developing branch of the global and domestic economy. The main instruments of promotion of this sector are the means of PR and marketing.

Tourism is developing quite intensively. The number of tourists grows every year, thus increasing and income countries. Our country has rich recreational and balneological resources, but currently they are not being used fully. Tough competition on the market of tourist services is forcing managers to resort to various PR shares and extraordinary marketing match. PR and marketing activities is needed in almost all spheres connected with the production and sale of the product, as well as creation of services and their further implementation. The strategy of Public Relations in tourism is the manifestation of a Mature and well-developed culture of tourist industry, the specific style and image of tourism organization in the implementation of systematic, long-term measures to create stable relations with the target audience. Through the effective implementation of Public Relations in tourism can go to the social arena with the purpose of receiving the maximum possible result of commercial activity.

The purpose of the work is a study of methods and techniques to promote the region of Caucasian Mineral Waters through technology PR and marketing.

Theoretical and methodological basis of the research. The basis was
fundamental and applied developments of foreign and domestic scientists on the application of instruments of PR and marketing in tourism, and also materials of scientific studies on ideas and ways to promote regional brand.

The Structure of the work: introduction, two chapters, composed of four paragraphs, conclusion, bibliography of literature. The total amount of work - 65 pages.